



# **Historic Preservation Plan**

**Borough of Philipsburg  
Pennsylvania**

**February 3, 2011**



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***Prepared by:***

T&B Planning, Inc.  
[www.tbplanning.com](http://www.tbplanning.com)



In collaboration with the Philipsburg Revitalization Corporation, Inc.  
and the Centre County Planning and Community Development Office

# TABLE OF CONTENTS

Section	Page
<b>Foreword</b> .....	<b>iii</b>
<b>I. INTRODUCTION</b>	
<b>Introduction</b> .....	<b>1</b>
<b>Location</b> .....	<b>1</b>
<b>Background</b> .....	<b>2</b>
National Register of Historic Places .....	3
Main Street Program .....	5
Elm Street Program .....	5
<b>The Benefits of a Historic Preservation Plan</b> .....	<b>7</b>
<b>II. PHILIPSBURG HISTORY</b>	
<b>Philipsburg History</b> .....	<b>9</b>
<b>Philipsburg Timeline</b> .....	<b>13</b>
<b>Philipsburg's Developmental History</b> .....	<b>16</b>
<b>III. PRESERVATION FRAMEWORK</b>	
<b>Overview</b> .....	<b>19</b>
<b>The National Preservation Movement and Policy Structure</b> .....	<b>19</b>
Nationalism .....	19
Antiquities Act of 1906 .....	20
National Park Service Organic Act .....	20
Historic Sites Act .....	20
The National Historic Preservation Act of 1966 .....	21
National Park Service .....	22
National Trust for Historic Preservation .....	22
Tax Reform Act .....	22
Penn Central Transportation Co. v. New York City (1978) .....	23
<b>Preservation in Pennsylvania</b> .....	<b>23</b>
Pennsylvania Constitution .....	23
Pennsylvania History Code .....	24
Pennsylvania Historic District Act (Act 167) .....	24
Pennsylvania Municipalities Planning Code (Act 247) .....	24
Pennsylvania Historical and Museum Commission .....	25
Pennsylvania Department of Community and Economic Development .....	25



# TABLE OF CONTENTS

Section	Page
Pennsylvania Department of Conservation and Natural Resources.....	27
Other Groups and Organizations in Pennsylvania .....	28
<b>Preservation in Centre County and Vicinity .....</b>	<b>30</b>
Centre County Historical Society .....	30
Centre County Planning and Community Development Office .....	30
Central Pennsylvania Convention & Visitors Bureau.....	31
Centre County Recreation and Greenway Plan.....	31
Inclusionary Housing – Model Policies for Centre County .....	31
Centre County Community Development Block Grant Program (CDBG).....	32
Centre County Transportation Enhancement Program.....	32
Headwaters Resource Conservation & Development Council .....	32
Centre County Community Foundation.....	33
The Pennsylvania State University Hamer Center for Community Design .....	33
<b>Preservation in Philipsburg Borough.....</b>	<b>33</b>
Philipsburg Borough.....	33
Philipsburg Revitalization Corporation, Inc. ....	34
Main Street Program .....	34
Elm Street Program .....	35
Philipsburg Historical Foundation.....	35
<b>IV. ACTION PLAN</b>	
<b>Action Plan Introduction .....</b>	<b>36</b>
<b>How to Implement this Action Plan.....</b>	<b>36</b>
<b>Ongoing Use of this Action Plan.....</b>	<b>38</b>
<b>Goals.....</b>	<b>39</b>
Goal 1: Increase Visual Awareness of Philipsburg’s National Register Historic District and Philipsburg History.....	40
Goal 2: Increase Heritage Tourism Activity in and around Philipsburg .....	60
Goal 3: Safeguard Philipsburg’s Authentic Character by Encouraging Pride of Ownership and Preserving Character-Defining Buildings, Sites, and Features.....	77
Goal 4: Build Social Capital / Increase Volunteer Capacity / Mobilize Youth.....	108
<b>Funding and Programming.....</b>	<b>119</b>
<b>Resources.....</b>	<b>119</b>
<b>Implementation Status Table .....</b>	<b>121</b>

# FOREWORD

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This **Historic Preservation Plan** is organized into four sections:

- Section 1 – Introduction
- Section 2 – Philipsburg History
- Section 3 – Preservation Framework
- Section 4 – Action Plan

In 2009, the Borough of Philipsburg received funding through the federal Preserve America grant program to prepare this Plan. Using those funds, the consulting firm T&B Planning, Inc. was hired to guide the Borough through a number of steps to identify historic preservation goals and prepare this document. The Philipsburg Revitalization Corporation, Inc. (PRC) and the Centre County Planning and Community Development Office assisted in the work. Through a series of Steering Committee meetings, public meetings, a public opinion survey, field inspections, and objective evaluation, this Plan was prepared. Its recommendations are intended to guide Philipsburg’s historic preservation efforts over the next decade.

Sections 1, 2, and 3, of this Plan include background information, explain the benefits of historic preservation, and describe how preservation in Philipsburg fits into the federal, state, regional, and local framework of historic preservation planning.

Section 4, the Action Plan, is the most important component of this document. It presents four Preservation Goals and lists specific Actions to be taken to achieve those Goals. Each Action is accompanied by a set of “Take Action” steps to guide completion of the Action. For ease of reference, the Goals and Actions are listed in the following table. For more information, refer to the complete Action Plan in Section 4.

## Action Plan Summary

(refer to Section 4, Action Plan, for more information)

<b>Goal 1: Increase Visual Awareness of Philipsburg’s National Register Historic District and Philipsburg History</b>	
Action 1.1	Replace street signs that identify the National Register Historic District. Alternatively, install pole-mounted signs or install toppers on existing street signs.
Action 1.2	Plan, design, and install welcome monuments/gateways in strategic locations that will greet visitors upon their arrival to Philipsburg and remind them of Philipsburg’s historic character.
Action 1.3	Develop and administer a plaque program to identify historically significant buildings.
Action 1.4	Develop and administer a vacant storefront window program.
Action 1.5	Develop and implement an interpretive display program, both inside and outside of the National Register Historic District, particularly in areas with outside activity space (parks, commercial street-scape, etc.).
Action 1.6	Work with the Pennsylvania Historical and Museum Commission (PHMC) to ensure that the PHMC’s Cultural Resources Geographic Information System (CRGIS) database is updated to identify the correct boundaries and nomination records for the Philipsburg National Register Historic District.
<b>Goal 2: Increase Heritage Tourism Activity in and around Philipsburg</b>	
Action 2.1	Place wayfinding signs on primary travel routes that direct potential visitors to the historic commercial district for dining, shopping, and other convenience activities.

## FOREWORD

Action 2.2	Implement a branding campaign for all literature and promotional materials.
Action 2.3	Publish an updated walking tour brochure and map that is branded, timeless (or requires minimal updating), and of professional quality.
Action 2.4	Continue to promote and support historical-based celebrations, such as the annual Heritage Days festival. Add additional event programming in Philipsburg, including those that showcase historic architectural interiors and those that include activities in parks and recreation areas.
Action 2.5	Convene an annual meeting involving all the major historic attractions in the greater Philipsburg area to develop annual themes and overall coordination among programs and events.
Action 2.6	Increase web-based presence. Develop additional tourist/ informational materials and post them on websites as downloadable documents.
<b>Goal 3: Safeguard Philipsburg's Authentic Character by Encouraging Pride of Ownership and Preserving Character-Defining Buildings, Sites, and Features</b>	
Action 3.1	Preserve key character-defining community resources in perpetuity and make aesthetic enhancements to streetscapes.
Action 3.2	Prepare and distribute a building owners' manual and make it available to Philipsburg property owners, particularly owners of historic buildings.
Action 3.3	Publicize tax incentives that are available for the rehabilitation of historic buildings (currently available only to income-producing properties) and for the donation of historic preservation easements.
Action 3.4	Continue the Main Street Façade Grant Program. Consider periodic revisions to the accompanying Design Guidelines.
Action 3.5	Develop an annual or bi-annual awards program to recognize excellence in historic preservation, repair, rehabilitation, or reuse projects in the greater Philipsburg area.
Action 3.6	Work with local financial institutions to identify and develop funding programs available to owners of historic properties.
Action 3.7	Enact a local Historic District Ordinance or expand the existing Zoning Overlay.
<b>Goal 4: Build Social Capital / Increase Volunteer Capacity / Mobilize Youth</b>	
Action 4.1	In conjunction with Action 2.5, conduct an annual meeting to develop a strategy to increase preservation-based education and volunteerism. Then, actively conduct education and develop a contingency of preservation-focused volunteers.
Action 4.2	Compile an oral history of Philipsburg.
Action 4.3	Undertake efforts to increase the knowledge of school-age children in history and historic preservation.
Action 4.4	Engage local real estate agents in an effort to use community character as a way to attract property owners and tenants to Philipsburg. Educate real estate agents about local preservation topics and resources.
Action 4.5	Increase efforts to market Philipsburg for home ownership as a bedroom community to State College and Clearfield. Promote alternative transportation options to nearby communities.



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# I. INTRODUCTION

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# I. INTRODUCTION

## Introduction

“I remember when...”

“I dream of a future here that...”

“My grandmother once told me...”

“Wow, I really love this place....”

During the preparation of this Historic Preservation Plan, its authors heard many wonderful stories about Philipsburg’s past, its present, and aspirations for times yet to come. Although the types of stories told by residents and visitors varied tremendously, the memories of Philipsburg and the ideas for its future were almost always connected to a place, a person, or a time period that is uniquely “Philipsburg.” These stories are what make Philipsburg...Philipsburg – a unique place that stands apart from other towns of its size.

The endearing stories told about the Borough’s past – and of its people and places over a two-century history – play a very strong role in defining the community character of Philipsburg today. In order to preserve and enhance that character, it is important to make strategic and well-informed decisions. Once historic resources are lost, they can never be re-created with the same craftsmanship and quality. This lesson has been learned countless times in small towns across the country in places where hasty decisions were made that negatively affected their historic charm and appeal. Time and time again it has been shown that preservation of a town’s unique qualities can increase community pride, improve economic growth, draw tourism, improve environmental sustainability, and stimulate many other valuable benefits.

## Location



Philipsburg Borough is located along the western border of Centre County, across the Moshannon Creek from Clearfield County (see Figure 1, *Philipsburg Vicinity Map*). According to the U.S. Census, its population in 2000 was 3,056 residents. Due to its central location between State College and Clarion, Philipsburg has been called the “crossroads” of Central Pennsylvania. Major roadways cross through the town connecting various destinations (for example State Parks, Penn State University, and major highways like I-80 and I-99).

While this Historic Preservation Plan was prepared exclusively for the Borough of Philipsburg, it also recognizes that Philipsburg’s history does not stop at Borough boundaries. Indeed, its history (and important locations and resources related to that history) extend into adjacent jurisdictions, including Rush Township (which borders Philipsburg to the north, east, and south) and Chester Hill Borough (in Clearfield County across the Moshannon Creek).

# I. INTRODUCTION

## Background

Historic preservation has been recognized as a legitimate governmental function at the local, state, and federal levels for several decades. Nearly half a century ago, the federal government and the Commonwealth of Pennsylvania put programs in place to recognize historic resources. They also provided the legal framework for local governments to regulate the protection of their historic resources, if they so chose. Since the late 1970s, proactive steps have been taken in Philipsburg to place properties on the National Register of Historic Places. The National Register is the nation's list of notable historic properties and provides a measure of protection when federal funding or permitting is involved in a proposed project. Generally, the protection of historic sites and properties is left to the discretion of local governments. To date, Philipsburg has few local regulations to ensure the protection of its historic resources.

Locally, several initiatives and programs are in place in the Borough, such as the Philipsburg Main Street Program that is geared toward economic development based partly on the unique character of historic downtowns. While this type of program is effective, its success is largely based on voluntary participation by property owners. One of the objectives of this Historic Preservation Plan is to evaluate the Borough's programs, policies, and initiatives, and determine what else can be done either on a voluntary basis or through increased regulation to preserve and enhance Philipsburg's historic character.

## Timeline of Preservation Policies and Activities

<b>1945</b>	Pennsylvania Historical and Museum Commission (PHMC) is established.
<b>1949</b>	National Trust for Historic Preservation founded.
<b>1961</b>	The Pennsylvania Historic District Act becomes law.
<b>1966</b>	The National Historic Preservation Act becomes law.
<b>1978</b>	The Hardman Philips House (Halehurst) and Union Church and Burial Ground (Old Mud Church) are added to the National Register of Historic Places.
<b>1979</b>	The Rowland Theatre is added to the National Register of Historic Places.
<b>1980</b>	The National Trust for Historic Preservation launches its Main Street Program.
<b>1987</b>	Clusters of buildings and structures built by the Civilian Conservation Corps (CCC) in Black Moshannon State Park, located 9 miles east of Philipsburg, are added to the National Register of Historic Places.
<b>1988</b>	Moshannon Valley Economic Development Partnership, Inc. (MVEDP) forms.
<b>1999</b>	The Philipsburg Historic District is placed on the National Register of Historic Places, and Philipsburg becomes a Main Street Community (Main Street funding starts in 2000).
<b>2007</b>	Philipsburg Borough is named a federal Preserve America Community.
<b>2010</b>	Philipsburg Elm Street Plan is completed. Philipsburg Historic Preservation Plan is completed.

# I. INTRODUCTION

Following is a brief summary of the steps Philipsburg has taken to-date that are either directly or indirectly related to historic preservation. Refer to Section III, *Preservation Framework*, for a more detailed description of national, state, regional, county, and local historic preservation contexts including more information on the following programs.

## National Register of Historic Places

The National Register of Historic Places is the official list of the United States' historic places worthy of preservation. The Register is part of a national program that coordinates and supports public and private efforts to identify, evaluate, and protect America's historic and archaeological resources.<sup>1</sup>

Philipsburg has four resources listed on the National Register of Historic Places, including three individual structures and the Philipsburg National Register Historic District. The District contains approximately 228 buildings that contribute to its historic character, and an additional 27 “non-contributing” buildings (which do not contribute to the District's historic character). The District is primarily in Philipsburg Borough, but also contains a small portion of adjacent Rush Township as shown on Figure 2, *Philipsburg National Register Historic District*.



By default, all of the 228 contributing buildings in the Historic District are considered “listed” on the National Register. The three structures that are separately listed are contained within the District but appear as separate entries because they were listed prior to the 1999 designation of the Philipsburg National Register Historic District.

## Resources on the National Register of Historic Places

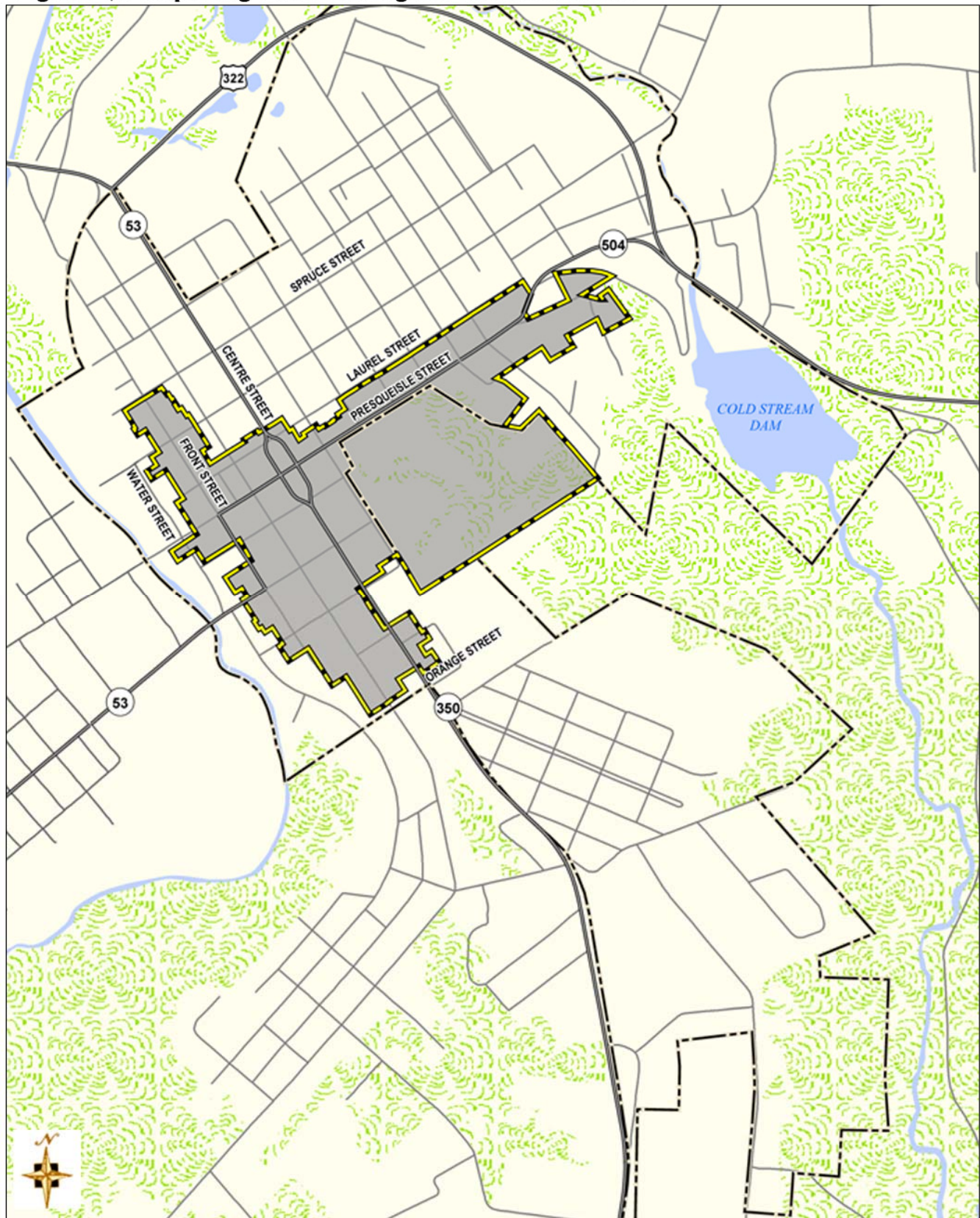
Date Listed	Resource	Location
1978	Union Church and Burial Ground (“Old Mud Church”)	Contained within a stone wall in the block between Presqueisle, Laurel, Sixth, and Seventh Streets.
1978	Halehurst / Moshannon Hall / Hardman Philips House	South of Presqueisle Street in the vicinity of the Union Church; in Rush Township.
1979	Rowland Theatre	125 North Front Street.
1999	Philipsburg National Register Historic District	See Figure 2. The District generally includes the commercial business district located along Front Street (south of Spruce Street), residential areas east along Laurel and Presqueisle Streets to Eleventh Street, Second and Centre Streets south to Walnut Street, and includes Halehurst in Rush Township (south of Presqueisle Street).

<sup>1</sup> National Park Service, “National Register of Historic Places” [www.nps.gov/nr/about.htm](http://www.nps.gov/nr/about.htm).



## I. INTRODUCTION

Figure 2, Philipsburg National Register Historic District





# I. INTRODUCTION

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## Main Street Program (in place)

Philipsburg's Main Street Program follows a national comprehensive approach to downtown revitalization and is operated by the Philipsburg Revitalization Corporation, Inc. (PRC). The Philipsburg Main Street Program follows the National Trust for Historic Preservation's Main Street Four-Point Approach® as the foundation for its economic development efforts.

The Main Street Four-Point Approach® is:

- 1) Organization – consensus building and cooperation by building partnerships.
- 2) Promotion – creating a positive image to promote community pride and improve consumer and investor confidence.
- 3) Design – improving physical elements to create a safe and inviting environment for shoppers, workers, and visitors.
- 4) Economic Restructuring – strengthening existing assets while diversifying the economic base<sup>2</sup>.

The Philipsburg Main Street Program area is located along Front Street, Second Street, and Centre Street in the northwest portion of the Borough, and generally south of Railroad Street and north of Beaver Street (see Figure 3, *Philipsburg Planning Districts*). A portion of the Main Street area overlaps with the National Register Historic District.

## Elm Street Program (proposed)

The Elm Street Program was created by Pennsylvania's Department of Community and Economic Development (DCED) to bolster older historic neighborhoods located within walking distance from Main Street business districts. Elm Street follows a five-point approach, similar to the Main Street four-point approach.

The Elm Street Five-Point Approach is:

- 1) Design – enhancing the physical appearance by capitalizing on unique assets.
- 2) Promotion – marketing the district to potential residents, investors, and others by encouraging social interaction and improving the district's image.
- 3) Organization – consensus building and cooperation by building partnerships.
- 4) Neighborhood Restructuring – creating a balanced environment by strengthening existing housing stock and diversifying demographics.
- 5) Clean, Safe & Green Activities – enhancing safety, cleanliness, and quality of recreational opportunities.<sup>3</sup>

The proposed Philipsburg Elm Street Program boundary is generally in the north central portion of the Borough, bounded by Centre Street to the west, Presqueisle Street to the south, Ninth Street to the east, and following the Borough boundary line south of Railroad Street and along Locust Street to the north (see Figure 3, *Philipsburg Planning Districts*). A small portion of the Elm Street area overlaps with the National Register Historic District.

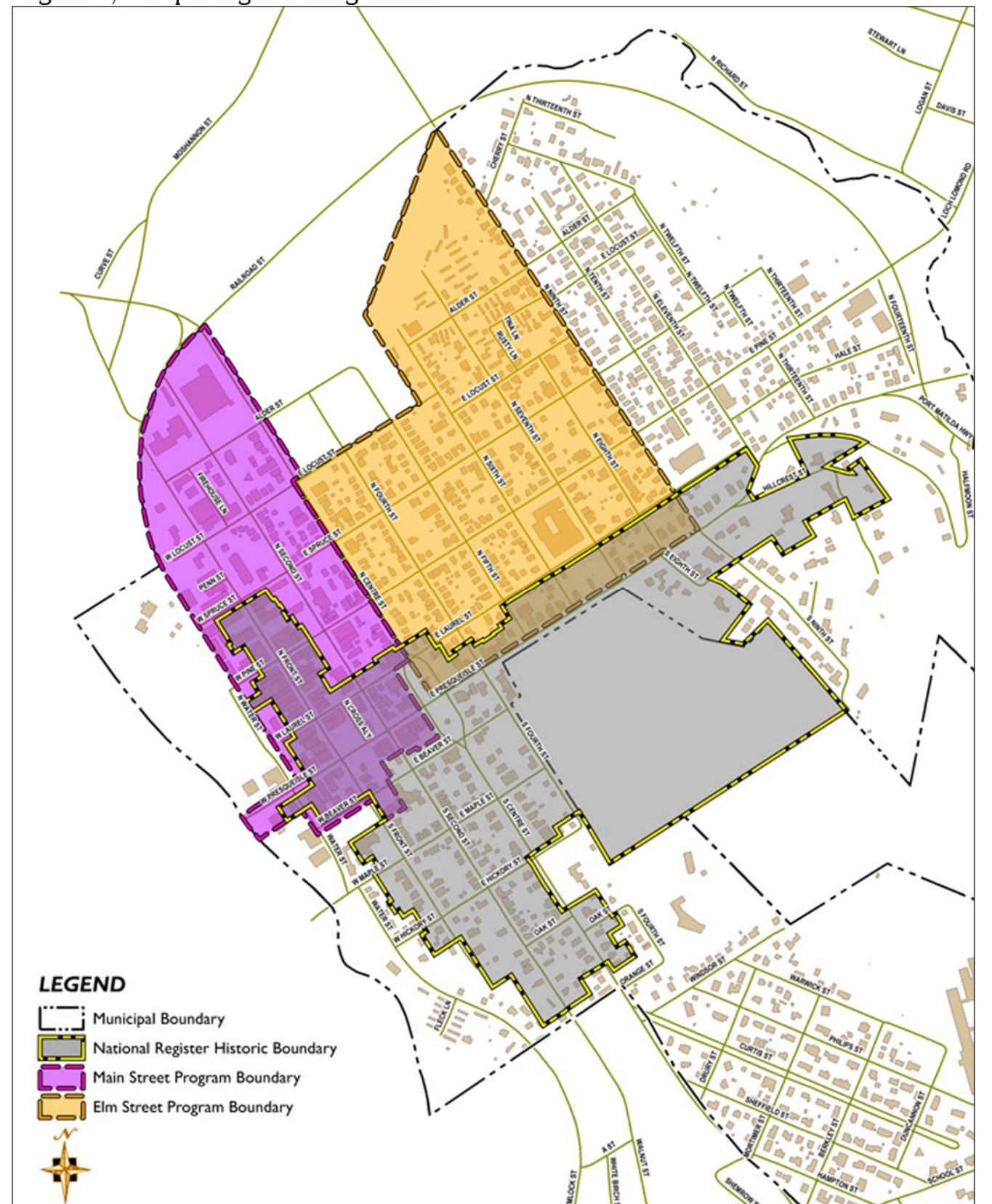
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<sup>2</sup> National Trust for Historic Preservation, "The Main Street Four-Point Approach®" [www.preservationnation.org/main-street/about-main-street/the-approach/](http://www.preservationnation.org/main-street/about-main-street/the-approach/).

<sup>3</sup> Pittsburgh History and Landmarks Foundation, "Main and Elm Street Programs" [www.phlf.org/programs-and-services/main-and-elm-street-programs/](http://www.phlf.org/programs-and-services/main-and-elm-street-programs/).

## I. INTRODUCTION

Figure 3, Philipsburg Planning Districts



# I. INTRODUCTION

## The Benefits of a Historic Preservation Plan

In 2007, Philipsburg Borough was designated by the federal government as a Preserve America Community. Preserve America is a federal initiative that encourages and supports community efforts to preserve and enjoy their priceless cultural and natural heritage. Designation of Philipsburg as a Preserve America Community means that the Borough is encouraged to:

- protect and celebrate its heritage;
- use its historic assets for economic development and community revitalization; and
- entice people to experience and appreciate local historic resources through education and heritage tourism programs.

Designation of Philipsburg as a Preserve America Community allowed the Borough to apply for Preserve America grant funding through the Pennsylvania Historical and Museum Commission. This funding allowed for the preparation of this Historic Preservation Plan. Because each community's historic resources are different and the local capacity to undertake historic preservation activities varies from place to place, each preservation plan must be tailored to the needs of the community. Philipsburg's historic preservation needs were evaluated and the following four goals were developed.



### Goals for Historic Preservation in Philipsburg

<b>Goal 1</b>	Increase Visual Awareness of Philipsburg's National Register Historic District and Philipsburg History
<b>Goal 2</b>	Increase Heritage Tourism Activity in and around Philipsburg
<b>Goal 3</b>	Safeguard Philipsburg's Authentic Character by Encouraging Pride of Ownership and Preserving Character-Defining Buildings, Sites, and Features
<b>Goal 4</b>	Build Social Capital / Increase Volunteer Capacity / Mobilize Youth

Similar to other small communities in Pennsylvania with a wealth of unique historic and cultural assets, these resources can make measurable contributions to economic development, environmental sustainability, and overall quality of life. Communities across the Commonwealth are not only recognizing the individual benefits of community character protection, but also the benefits that it affords Pennsylvania as a whole. Studies have shown that there has been a sizeable increase in heritage tourism across Pennsylvania, as well as increased overall spending by heritage tourists. Additionally, population numbers in such communities have stabilized as households of all types and sizes seek out communities that offer a high quality of life.



# I. INTRODUCTION

## Benefits of Historic Preservation in Philipsburg

Quality of Life Benefits	
<ul style="list-style-type: none"><li>• Retains Community Character</li><li>• Increases Community Pride</li><li>• Facilitates Appreciation of History</li><li>• Improves Public Safety</li></ul>	Philipsburg has a great opportunity to protect its uniqueness and authenticity of place. Preserving historic resources and keeping buildings in good repair not only retains community character, but also increases community pride. Community pride has been shown to be a contributing factor to population stabilization and growth. A sense of community and civic pride exist when residents feel a connection with a place. How the town looks and “feels” can also greatly increase an appreciation of its history. A well-maintained, proud community is intricately linked to public safety. Violent crime levels tend to be lower in places where there are few building vacancies and where community members spend time outdoors - on sidewalks, in parks, and other public spaces.
Economic and Fiscal Benefits	
<ul style="list-style-type: none"><li>• Attracts Heritage Tourists</li><li>• Promotes Economic Stability</li><li>• Helps Recruit Businesses</li><li>• Increases Property Values</li></ul>	Pennsylvania has seen a marked increase in heritage tourism. Heritage tourists tend to be attracted to places with some level of historic integrity and often spend more money and stay longer than non-heritage or business travelers. Philipsburg has a great opportunity to attract more tourism and encourage some of the current pass-through traffic to stop and spend time in the Borough. More patronage of local businesses will help with economic stabilization efforts. Historic preservation can also assist in attracting businesses and raising property values. Businesses often seek “quality of life” benefits for their employees. Places with attractive and unique places to live and work have been shown to be better suited to attract new business. <sup>4</sup> Additionally, studies show that property and resale values in historic districts stabilize, and even increase, at faster rates than surrounding neighborhoods.
Environmental Sustainability Benefits	
<ul style="list-style-type: none"><li>• Saves High-Quality Construction Materials</li><li>• Preserves Craftsmanship</li><li>• Reduces Landfill Waste</li><li>• Maintains Embodied Energy</li></ul>	Historic preservation is good for the environment. Philipsburg is full of uniquely crafted and designed structures. Keeping these buildings well-maintained and in place will ensure that their construction materials and unique craftsmanship will not be routed to a landfill (approximately 30% of landfill waste is comprised of construction debris). <sup>5</sup> All of the energy that went into erecting the building many years ago (its “embodied energy”) will be saved and no new energy will be spent to demolish or replace a lost building.

<sup>4</sup> Donovan D. Rypkema The Economics of Historic Preservation: A Community Leaders Guide (National Trust for Historic Preservation, 1994).

<sup>5</sup> Young Preservationists Association of Pittsburgh and Pennsylvania Works! The Economic Impact of Historic Preservation in Southwestern Pennsylvania (May 2010).

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## **II. PHILIPSBURG HISTORY**

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## II. PHILIPSBURG HISTORY

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### Philipsburg History

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The founding of Philipsburg requires no enhancement. It is a story of pioneers and their families who came to an unsettled wilderness to begin a new life. It is a story of three brothers -- Henry, James, and Hardman Philips -- and a cousin, Nathaniel Philips. It is a story of the triumph of the human spirit, and for some a temporary setback. The Philipsburg Historical Foundation provided the following account of Philipsburg's history, which is based on their research of several sources.<sup>6</sup>

In the late 1700s, Henry Philips left England to open a Philadelphia branch of the family shipping business, called John Leigh Philips and Brothers of Manchester. Record books indicate business accounts in Boston, Philadelphia, Baltimore, Alexandria, Norfolk, New York, and Charleston. Business was also transacted in the West Indies. Imports included cocoa, ginger, molasses, rum, pimento, and tea. The main exports were wood and furs.

Sometime around 1795, Mr. Henry Philips, on behalf of the shipping company, purchased a large tract of land on the western slope of the Allegheny Mountain which included parts of Centre, Clearfield, and Cambria Counties. The original survey of the area was done by a Polish civil engineer and ex-baron, Charles Trczyulny and his associate, Mr. Behe. Trczyulny is credited with choosing the location and layout of the new town of Moshanon -- from the Indian "mos" meaning female elk and "hanning" meaning stream. The town of Moshanon was later renamed Philipsburg. No one is sure when the name was officially adopted but there are references to "Philipsburg" or "Philipsborough" as early as 1799.



The land was unsettled virgin woods. Its only inhabitants were a few native Cornplanter Indians, who being friendly gave no resistance to the changes that were about to take place. In later years, Hardman Philips wrote the following account: "The property was a complete wilderness without a road, and my brother expended considerable sums making the first improvements such as roads, a saw mill and grist mill, etc., having to be carried by pack horse from 30 to 50 miles."

The date of Philipsburg's founding is not well documented. However, in the Day Books and ledgers kept by Henry Philips who had a store in Milesburg (founded in 1793), it is clear that there were settlers living in Philipsburg as early as 1796. It was in Milesburg that Philips kept a store of supplies available to those pushing westward.

Sometime in 1796, Henry Philips came into the area to supervise the development of his holdings. The first settlers and their families who were willing to come and settle in Moshannon were promised a town lot and four additional acres of land outside of the village. By the means of less than honest and

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<sup>6</sup> Sources referenced by the Philipsburg Historical Foundation include: A Book of Stories, and Relations: of Essays, and Narrations Part One Stories of our Early Town by John G. "George Shultz" ca. 1868; History of Centre and Clinton Counties, Pennsylvania by John Blair Linn, 1883 and reprinted 1975 by Centre County Historical Society Bicentennial Edition; Philipsburg: A History 1797-1997, by Philipsburg Bicentennial Committee, 1997; Illustrated Souvenir History of Philipsburg, Pennsylvania, by SB Row 1910; A History of Philipsburg, Pennsylvania 1797-1860, A Thesis by Mahlon R. Hagerty, Jr, 1942; Day Books and Ledgers of John Leigh Philips and Brothers, 1797-1800.

## II. PHILIPSBURG HISTORY

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downright unscrupulous advertising, Philips told of a town already developed. Philips' promise of free land to those who would come with the intention of staying helped him reach his goal.

The location of the town was considered suitable for several reasons:

- It was close to Moshannon Creek which served as a major supply of water and a method of transporting logs to the lumber mill.
- The general area was elevated enough to offer protection from any possible flooding of the Moshannon Creek, but not so steep to restrict home and street construction.
- A state highway completed in 1796 offered easier access to nearby towns (East Presqueisle and North Front Streets).

The first to accept Philips' offer of free land were:

- |                                   |                          |
|-----------------------------------|--------------------------|
| • Joseph Barth (Bart)             | • Christian Ries (Rees)  |
| • Dr. Conrad Bergman (Barrickman) | • John G. Schultz        |
| • Jacob Deimeling                 | • John Shiloh (Schilloh) |
| • Eberhart Klumbach               | • John Henry Simler      |
| • William Leary                   | • Jacob Weis             |
| • Rev./Dr. Leipoldt               | • John Coulter           |
| • James McAuley                   | • Samuel Turner          |
| • Jacob Meyer (Myer)              |                          |

It is believed that most of these men came to Philipsburg from Standing Stone (Huntingdon) in Huntingdon County, Pennsylvania.

What the settlers found upon their arrival in Moshanon (Philipsburg) was a total wilderness. The land was covered with a heavy forest inhabited by wild animals. The only signs of people having been in the area were axe markings showing the location of future streets and home lots. The dense forest consisted of hemlock, spruce, and pine trees with great thickets of laurel underbrush. Some of the pine trees were reported to have been from 100 to 150 feet tall. (The "Founder's Oak" still stands at almost 100 feet tall and is estimated by Penn State and the State Forestry Department to be between 350-450 years old; this tree still stands in the Union Church Cemetery.)

Some soon became discouraged and returned to settlements and towns to the east. Each of them forfeited the lots given to them by the Philips brothers. Some stayed longer, but in the end John G. Shultz was the only original settler to stay with his family, die, and be buried in Philipsburg. A notice appearing in a Huntingdon Newspaper dated November 26, 1802 gave some people understanding to the problems and end result of some who came to Philipsburg in 1797.

### **Settlement of Philipsburg, on the Mushanon** (*Huntington Newspaper notice, November 26, 1802*)

"Whereas several persons have left the above Settlement, and are now supposed to be in Huntingdon or the Neighborhood. This is to give notice that unless they return on or before the first of January next, their improvements will be considered as forfeited to the Company and disposed of conformably with the agreements."

## II. PHILIPSBURG HISTORY

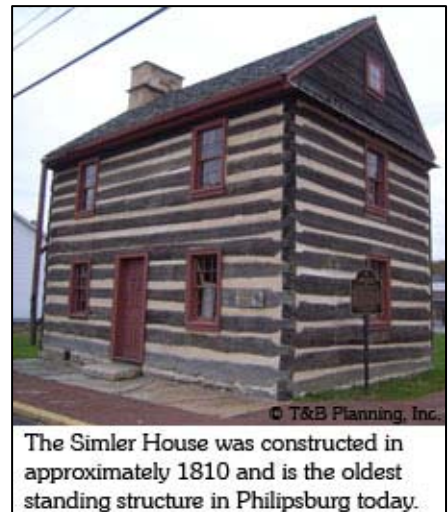
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An early report states “There was some terrible cursing and swearing done by some of the pioneers when they arrived; they cursed the place, the Philips brothers and their agents for their deception.” The agent for the Philips Company had told them the Moshannon “River” was a navigable stream large enough for sloops to sail right up to their town, and provisions were cheap and plentiful. (Provided that any provisions could be had at all. So much for truth in advertising.)

The nearest neighbor at the time was the town of Milesburg. There were a small number of Native American camps with a few of the Cornplanter tribe still remaining. The “Indians” were friendly giving the settlers little or no problems.

In 1796 the State Road was completed through the area. In 1797, both Henry and James Philips came to their new town. With them came a number of willing men who began the work of clearing the land. Along with these general improvements was the building of a large log home for the Philips brothers located at what was at the time the lower end of town (now in the general area of North Front and Pine Streets). Additional improvements included a grist mill and a small sawmill located on the Cold Stream, which was located approximately one half mile east of the town.

Although there are no remaining records to show the exact extent of improvements made in 1796-1797, and in turn how much land was cleared or how many cabins were built, it is known that the settlers were successful in putting up and making habitable several buildings in which they resided during the first year. The Simler House was constructed about 1810 by John Henry Simler, who arrived in America in 1780 having volunteered in Armand’s Corps seeing active duty in the American War for Independence. (After a restoration effort completed in 2001, this is the oldest standing structure in Philipsburg.)



Due to poor health, Henry Philips returned to Philadelphia where he died in January 1800. Upon his death, his brother James and cousin Nathaniel became the executors of the estate. Upon the death of James in 1808, the youngest of the Philips brothers, Hardman, came to Philipsburg to carry on and continue the development of the estate. Through family agreement and an act of the Pennsylvania State Senate, Hardman became the sole owner.



Hardman Philips (pictured left) initiated an intensive effort to populate and industrialize the area. One of his first projects was the building of a manor house in 1813. (This house is still standing and is presently known as Halehurst, which was listed on the National Register of Historic Places in 1978.)

A map by George Shultz from 1868 shows how the town looked in 1813 and shows less than 30 buildings in the small town. In 1817, a forge and saw mill were constructed. Around 1820, the turnpike leading from Philipsburg through Clearfield to Curwensville was completed. One of the first screw factories in the United States and a bridge over the Moshannon Creek were built in 1821, and the

## II. PHILIPSBURG HISTORY

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turnpike between Philipsburg and Bellefonte was completed. From 1814 to 1843, the town of Philipsburg saw continued growth, and as long as Hardman Philips continued to spend money on the development of the area, the population grew. After his death, and likely because the railroad and canal system bypassed Philipsburg, growth was stalled for approximately two decades.

In 1864 a rail line from Tyrone to Philipsburg (part of the Tyrone and Clearfield Railroad) was finally completed. That same year the first bank was established and the Town of Philipsburg was incorporated. The years after incorporation showed the most growth in the community. With the Tyrone and Clearfield Railroad (later the Pennsylvania Railroad) and New York Central Railroad serving the community, many businesses, residences, and hotels were constructed. In addition, rail access supported the growing coal, timber, and clay (fire brick production) industries.

### **Philipsburg Firsts (and one Second)**

- The first mining lamp for use in underground mining was patented by Gill Manufacturing Company of Philipsburg. This lamp used a wick and oil to illuminate the area underground.
- St. Paul's Episcopal Church in Philipsburg was the first church in the world to be lighted by electricity. It consisted of one large arc light, which later was removed because it made too much noise and people could not hear the service.<sup>7</sup>
- In 1821, Hardman Philips built a screw factory for the manufacture of blunt metal screws. This was one of the first screw mills in the United States. The mill was run by steam and water power, and the fuel used was hardwood charcoal. The screws were made from wire prepared by "rolling and wire drawing apparatus" from iron manufactured at a nearby forge. The screw mill was in operation until 1836, when the forge was destroyed by fire. The mill was destroyed by fire in the winter of 1859.
- The first deliberately staged train wreck for silent movies was filmed in Philipsburg on the "Alley Popper" train line by the Lubin Film Company on December 8, 1914. One of the first motion pictures to use the scene was the "Valley of Lost Hope" but the wreck scene appeared in many movies.
- The Electric Light Plant of Philipsburg was the second electric light plant in the state of Pennsylvania.
- Two doctors, McGirk and Richards, of Philipsburg, performed the first operation on an appendix in 1878, for an injury to the area. It was not until 1886 that appendectomy was recognized as a surgical procedure.
- The first machineless permanent wave procedure was invented by a Philipsburg barber named Fred M. Winkel. He sold the idea to Lilt and died penniless.

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<sup>7</sup> This is on record at the University of Pennsylvania at Philadelphia.



## II. PHILIPSBURG HISTORY

Philipsburg Timeline	
<b>1795</b>	Land bought by Henry Philips from Robert Morris on behalf of the John Leigh Philips and Brothers company.
<b>1796</b>	Henry Philips established the Philips Co. at “Milesborough” (Milesburg). (Some of the original ledgers and day books are located in the Philipsburg Historical Foundation museum.)
<b>1797</b>	The first settlers attracted by Henry Philips’ offer of a house lot in town and four acres out of town arrived expecting a navigable river and finished roads. They only found wilderness. By winter, several cabins, a grist mill, and a lumber mill were built.
<b>1798</b>	The turnpike to Milesburg was laid out and after its completion in 1804 there was better travel between the two towns.
<b>1799</b>	March 2 – a page from Philips Co. Ledger shows dealings with Big John Indian, Big John’s Brother, Little John Indian, Capt. Logan Indian, and Lady Indian.
<b>1800</b>	January – Henry Philips died in Philadelphia; James and Nathaniel Philips become executors of the estate.
<b>1804</b>	Moshannon Creek was declared a public highway from its mouth to five miles upstream of Philipsburg.
<b>1808</b>	James Philips died and Hardman Philips became sole owner of the town.
<b>1813</b>	Hardman Philips arrived, replacing his brothers. He built the “Big House” which became “Moshannon Hall” and now is known as Halehurst. American troops camped in Philipsburg at the corner of Front and Presqueisle Streets on their way to Canada during the War of 1812.
<b>1817</b>	Hardman Philips built a forge and a saw mill on Cold Stream.
<b>1819-20</b>	Subscriptions were raised for building a church and meeting place. It was a log structure used for town meetings, church services (when preachers were available), and a school (at the site of the Union Church). Construction of the turnpike to Curwensville was started.
<b>1821</b>	One of the first screw factories in the United States was built and operated by Hardman Philips. A combination of the cost of shipping (mostly over land to Pittsburgh), and the inventions in Philadelphia of screws with pointed ends, led to a decline of the business. A Bridge across the Moshannon Creek was built. The turnpike to Bellefonte was completed and stage coaches started running from Philadelphia to Erie.
<b>1822</b>	The Philipsburg and Susquehanna Turnpike was completed between Philipsburg and Curwensville.
<b>1825</b>	The first piano was shipped to Philipsburg from Manchester, England, for placement in Moshannon Hall (Halehurst).
<b>1827</b>	The town formed the Pioneer Militia Company of Philipsburg, known as “The Fencibles” – the First Commander was an umbrella maker, John Matthias.
<b>1830</b>	Completion of the Pennsylvania Canal nearly destroyed the iron business of Hardman Philips because it bypassed Philipsburg. Hardman planned for rail access to connect Philipsburg to the canal, but the rail line was never built.

## II. PHILIPSBURG HISTORY

<b>1836</b>	The forge for the screw mill burned and was never rebuilt.
<b>1842</b>	A remodel of the Union Church removed the original front, which housed a balcony, and added the bell tower.
<b>1854</b>	December 5 – Hardman Philips died in England at the age of 71.
<b>1863</b>	Segment of the Tyrone and Clearfield Railroad from Tyrone to Philipsburg was completed. The “iron horse” made its first appearance in Philipsburg.
<b>1864</b>	November 29 – Incorporation of the Borough as “The Town of Philipsburg” by petition.
<b>1865</b>	Borough officers and the school board were elected for the first time.
<b>1866</b>	July 13 – School was divided in two grades and a tax of 10 mills was ordered for building of a new school on Sixth Street.
<b>1875</b>	<i>General Tom Thumb and his Lilliputian Companion</i> appeared at Potter’s Hall, packing the house for the evening performance.
<b>1876</b>	June 30 – the most disastrous fire in Philipsburg history destroyed more than 20 buildings, (both timber and brick), from the Borough Hall to North Front Street along Presqueisle including the Moshannon House Hotel.
<b>1878</b>	First appendectomy performed in Philipsburg by Dr. J.C. Richards and Dr. J.D. McGuirk. Appendectomy was not recognized as a surgical procedure until many years later.
<b>1881</b>	Philipsburg Water Company was incorporated with capital of \$30,000.
<b>1882</b>	Eight street arc lights were erected and 16 homes had electricity installed. Front Street was the first business district in Centre County to be lighted.
<b>1887</b>	A charter was secured by Dr. Allport for the building of a hospital to be named Cottage State Hospital. (It was torn down in 1922 to make way for Philipsburg State Hospital.) Town Hall was built. (This still stands as today’s Borough Building).
<b>1889</b>	May 31 – the weather which caused the Johnstown Flood also affected Philipsburg. Flood waters surrounded the town on three sides and reached well into Borough limits.
<b>1890</b>	A train bearing President Benjamin Harrison stopped in Philipsburg on September 20. The president was greeted by over 6000 people.
<b>1904</b>	Extension of the Centre and Clearfield Street Railway “The Trolley” was made to Winburne.
<b>1905</b>	First annual report of Centre and Clearfield Railroad records 1,032,005 passengers were carried during the year. Construction was completed on the Philipsburg Brewing Co. at a cost of \$140,000.
<b>1906</b>	April 1 – a general strike was ordered throughout the bituminous coal field, halting coal trade in the area for three and a half months.
<b>1907</b>	July 4 – Fire destroys Presbyterian Church. July 27 – Fire destroys part of the Philipsburg Beef Company.
<b>1908</b>	Completion of new school building in North Philipsburg, the Rush Township School. October 21 – The Moshannon Chapter of the Daughters of the American Revolution (DAR) was chartered.

## II. PHILIPSBURG HISTORY

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<b>1909</b>	Old Home Week was celebrated with parades and festivities. Someone who had celebrated too much destroyed the Soldier Statue mounted in the middle of the pond in South Park. (A few years later, a new statue was purchased and erected on a tall foundation south of the pond where it stands today.)
<b>1915</b>	Grave of Christian Ries, one of the first pioneers, was marked by Moshannon Chapter of the Daughters of the American Revolution.
<b>1917</b>	The first motion picture – “Within the Law” – was shown at the Rowland Theatre.
<b>1922</b>	Cornerstone of present day Philipsburg Hospital was laid.
<b>1924</b>	The Twentieth Century Club, a local women’s organization, was started.
<b>1930</b>	Memorial Stadium built by American Legion Post 451 as a memorial to war veterans. It was the high school football stadium and still serves as such today.
<b>1932</b>	Nurse’s Home added to Philipsburg Hospital.
<b>1934</b>	On Thanksgiving Day, the Sixth Street School was virtually destroyed by fire.
<b>1936</b>	The Civilian Conservation Corps (CCC) began in this area with a contingent at Wolf Rocks.
<b>1947</b>	Sunday July 20 – Philipsburg’s Sesquicentennial celebration begins.
<b>1958</b>	November 16 – Philipsburg-Osceola High School dedicated.
<b>1979</b>	Moshannon Valley Council of Governments (COG) formed to promote cooperation between municipalities, including Philipsburg Borough. (As of 2010, there is one member county and 33 member municipalities from Centre, Clearfield, and Elk Counties).
<b>1980</b>	May 29 – The Twentieth Century Club held its final meeting at the Harbor Inn, after 56 years of service.
<b>1984</b>	Undefeated Philipsburg-Osceola High School football season, Big Eight Conference League Champions.
<b>1997</b>	Philipsburg celebrated its bicentennial and held its first annual Heritage Days Festival.
<b>1999</b>	Philipsburg becomes a Main Street community.
<b>2000</b>	An archaeology study completed near the Moshannon Creek, opposite the area of the Harbor Inn, discovered that Indians were present in the area 3000 years ago. Main Street program forms for Downtown Philipsburg.
<b>2007</b>	Philipsburg becomes a Preserve America Community.

## II. PHILIPSBURG HISTORY

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### Philipsburg's Developmental History

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Philipsburg was originally laid out as an unincorporated town within the boundaries of Rush Township and it maintained that status from its early beginnings in 1796 until its incorporation as a borough 68 years later, in 1864. The developmental history of Philipsburg is illustrated on Figure 4, *Philipsburg Developmental History, Incorporation to 2010*. This illustration was compiled to graphically portray the development of the Borough and is based upon maps and plot plans recorded in the Centre County Office of the Recorder of Deeds, Bellefonte, PA; and USGS maps.

Based upon map research and with the use of color coding, major decades in the expansion of Philipsburg from its year of incorporation in 1864 to the present day are illustrated. The earliest decades (1861 – 1880) show the blue dotted boundary that depicts the original Borough incorporation, and the earliest developed land areas. Progressing through time, the illustration shows the location of major developments and how they impacted the expansion of the Borough.

Philipsburg contains an eclectic mix of important housing types and architectural styles, ranging from the early 1800s to the mid-20th century. Many of the oldest homes in the Borough are located in the areas shaded in purple and blue, coinciding with the oldest established portions of the Borough. When built, the oldest buildings were typically constructed using the most readily available building materials. This is evident by the log-constructed Simler House at the corner of Second and Laurel Streets, constructed circa 1810-1813, and the 1820 Union Church on East Presqueisle Street.

As more land was cleared and sawmills established, wood construction became common practice. Early frame houses of plank construction, ranging in size, and usually modest in design, were constructed. These homes reflect an important period in industrial history. The 1874 annexed portion of Philipsburg includes an area known locally as “Slabtown” but was originally known as “Lloydstown” because it was laid out as a real estate development by Robert Lloyd.

Slabtown is roughly bounded by Ninth Street on the west and Cold Stream Creek on the east, and extends from Moshannon Creek on the north to Presqueisle Street on the south. In 1870, this was a well-plotted “town,” showing approximately 50 town lots. It included a bakery, a boarding house, a tannery, a school, and many dwellings. It is perhaps the location of the tannery that provided the basis for the naming of this area as Slabtown.

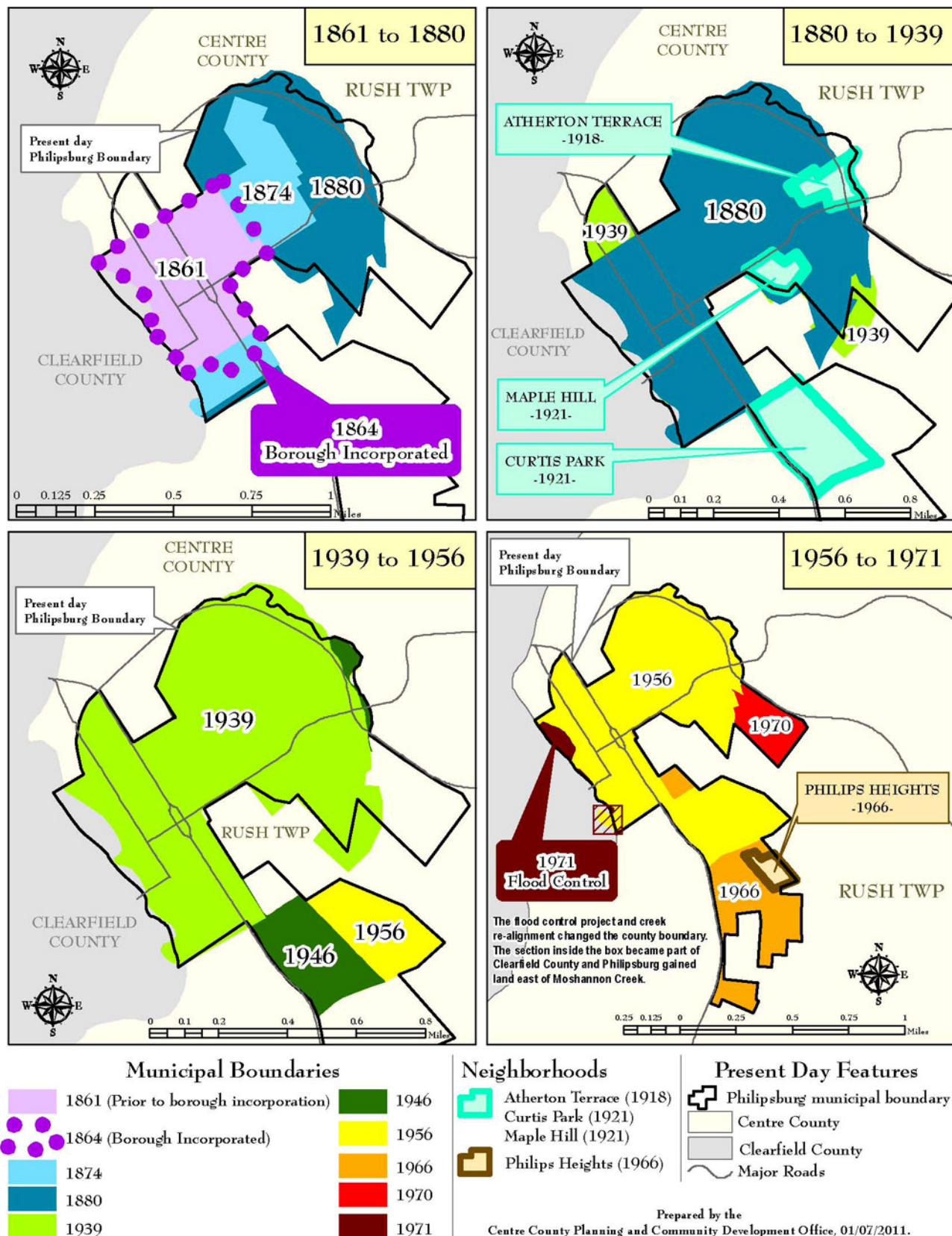


Lloydstown images, spring 2010.



## II. PHILIPSBURG HISTORY

Figure 4, Philipsburg Developmental History, Incorporation to 2010



## II. PHILIPSBURG HISTORY

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Also of interest and associated with industrial growth and development are the numerous brown and yellow brick buildings that are scattered throughout the Borough, reflecting the importance of the local clay mining and brick refractory industries which were prominent in the 20th century.

Extending outward from the earliest established areas of Philipsburg are three early 20th century neighborhoods, each identified by a “classic” name reflective of the times: Atherton Terrace in 1918, Maple Hill in 1921, and Curtis Park in 1921. In these early 20th century neighborhoods, the architectural styles reflect a variety of American suburban house designs constructed with a variety of building materials.

The expansion of the Borough boundaries continued through 1981 to its present day configuration encompassing a variety of dwellings, businesses, industries, transportation linkages, and community assets.



Brick buildings and sidewalks throughout Philipsburg reflect the historical importance of the local clay mining and brick refractory industries which were prominent in the 20th century.

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### **III. PRESERVATION FRAMEWORK**

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### III. PRESERVATION FRAMEWORK

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#### Overview

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For nearly half a century, historic preservation has been recognized as an important and legitimate government function. In the 1960s, both the federal government and the Commonwealth of Pennsylvania passed legislation that established a legal framework for historic preservation. That framework requires that impacts to historic resources be evaluated when federal projects or federally-funded projects have the potential to impact significant resources. It also gives local governments the authority to regulate the protection of their historic resources using various means. Historic resource protection at the local level is not required, but it is authorized by federal and state law.

Since about 1990, historic preservation has been recognized as a catalyst for downtown and neighborhood revitalization, essential to heritage tourism and a major contributor to a community's livability and quality of life. Today, over 2,200 communities across the country have historic preservation ordinances in place to protect their historic buildings and areas. Even more communities use voluntary, non-regulatory means to address historic preservation goals. Increasingly, these efforts are recognized as being part of a community's commitment to community character retention, environmental sustainability (going "green"), and making use of limited resources.

A number of legislative acts at the national and state levels provide a strong legal basis for historic preservation planning. Additionally, there are many volunteer-based programs that are very effective and relate either directly or indirectly to historic preservation. Provided below is an introduction to the national preservation movement followed by information about several national, state, county, and local governmental policies that are in place and applicable to Philipsburg. Because few preservation projects avoid resistance and/or disagreement about historical merit or how to best proceed in preserving significant resources, it is important to understand the basic policy framework.



#### The National Preservation Movement and Policy Structure

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##### Nationalism

As a young country, the United States began to form a national identity in the early 1800s. As interest rose in "nationalism" there also was growing interest in the nation's formative years and recognition of their importance to national identity. Preservation efforts were initially concentrated on homes of great American leaders. The emerging historic preservation movement was led by private citizens and organizations. One of the earliest efforts recognized as historic preservation is the restoration of George Washington's home, Mount Vernon, which was restored and managed by the Mount Vernon Ladies Association (established 1853). During the Progressive Era (1890-1920), ideas about what should be preserved grew. The importance of architecture and aesthetics were being acknowledged in their own rights, as well as the history of ordinary citizens and everyday life in America.

Today, the United States is no longer a young country, yet the term "nationalism" still holds the same general meaning as it did more than 200 years ago. It is a sense of identity with the nation and the

### III. PRESERVATION FRAMEWORK

people, places, and events that reflect its formation over time. Historic preservation plays a strong role in defining national and local identity. It is what typically gives a place its distinctiveness.

#### Antiquities Act of 1906

Approved on June 8, 1906, the American Antiquities Act was the first federal historic preservation legislation. It was created out of the growing conservation movement and interest in nature as the nation expanded westward. There was a particular concern about protecting prehistoric Indian ruins and artifacts (“antiquities”) on federal lands in the West<sup>8</sup>. The Antiquities Act authorized permits for legitimate archaeological investigations and made looting or destruction of nationally significant sites and antiquities a criminal offense. The Act also gave the U.S. President authority to “declare by public proclamation historic landmarks, historic and prehistoric structures, and other objects of historic or scientific interest that are situated upon the lands owned or controlled by the Government of the United States to be national monuments.” By enacting this legislation, the federal government acknowledged that it considered historic, cultural, and natural resources to be important and worthy of being preserved for the benefit of citizens.



#### National Park Service Organic Act

Also inspired by the conservation movement, the National Park Service (NPS) was established on August 25, 1916 as a service in the Department of the Interior. Creation of the NPS significantly increased the federal government’s role in the preservation of natural and historic resources. The Act charged the NPS with promoting and regulating the use of national parks, monuments, and reservations for the fundamental purpose of conserving “the scenery and the natural and historic objects and the wild life therein [and providing] for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations.”

#### Historic Sites Act

The Historic Sites Act of 1935 (16 U.S.C. 461-467) “declared that it is a national policy to preserve for public use historic sites, buildings, and objects of national significance for the inspiration and benefit of the people of the United States.”<sup>9</sup> The law authorized the Secretary of the Interior to conduct surveys and research, to acquire and restore historic sites, and to educate the public regarding these properties.

<sup>8</sup> National Park Service “History E-Library” [www.nps.gov/history/history/hisnps/nps/history/antiq.htm](http://www.nps.gov/history/history/hisnps/nps/history/antiq.htm).

<sup>9</sup> National Park Service “Historic Sites Act of 1935: As Amended” [www.nps.gov/history/local-law/FHPL\\_HistSites.pdf](http://www.nps.gov/history/local-law/FHPL_HistSites.pdf).

### III. PRESERVATION FRAMEWORK

#### The National Historic Preservation Act of 1966

The National Historic Preservation Act of 1966 (16 U.S.C. 470) was the most important piece of federal legislation affecting historic resources. It established a program for preserving historic properties throughout the nation. Today, it still remains as the primary federal legislation affecting historic preservation. The standards, concepts, and procedures that it implemented are the framework for much of the country's historic preservation activities. The Act created four institutions: 1) the Advisory Council on Historic Preservation, 2) State Historic Preservation Offices (SHPOs), 3) the National Register of Historic Places, and 4) the Section 106 review process.<sup>10</sup> The Pennsylvania Historical and Museum Commission is identified as Pennsylvania's SHPO.



The National Register of Historic Places includes four listings in Philipsburg Borough: the Philipsburg National Register Historic District containing 228 contributing buildings (see Figure 2), as well as the Rowland Theatre, Union Church and Burial Ground (Old Mud Church), and Moshannon Hall / Hardman Philips House (Halehurst), which are individually listed but are also included in the Historic District.

The National Register of Historic Places is the nation's official list of districts, sites, buildings, structures, and objects that are significant in American history, architecture, archaeology, engineering, or culture. A listing on the National Register qualifies a property for federal preservation grants and tax benefits. It also subjects the site to Section 106 protections. Section 106 requires that federal projects or federally funded projects evaluate their impacts to historic properties and undertake protection measures if warranted.<sup>11</sup> Although worthy of preservation, a National Register listing alone does not prevent demolition or restrict rehabilitation; Section 106 review can provide political leverage if a federal project is considered too invasive for a site. Properties listed on the National Register are almost always 50 years old or older and meet the National Register Criteria for Evaluation. Owner consent for listing a property on the National Register became required in 1980.<sup>12</sup>

<sup>10</sup> National Historic Preservation Act of 1966, As Amended, [www.achp.gov/nhpa.html](http://www.achp.gov/nhpa.html).

<sup>11</sup> Robert Stipe, *A Richer Heritage: Historic Preservation in 21st Century* (Chapel Hill: University of Chapel Hill Press, 2003).

<sup>12</sup> David Listokin and Barbara and Michael Lahr, "The Contributions of Historic Preservation to Housing and Economic Development" Rutgers University Housing Policy Debate • Volume 9, Issue 3, page 431, (Fannie Mae Foundation, 1998).



### III. PRESERVATION FRAMEWORK

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During the 1980s, the National Historic Preservation Act was amended to initiate the Certified Local Government (CLG) program, which encourages historic preservation by local governments. Around this same time a program of federal investment tax credits to owners of income-producing historic buildings was launched.

#### **National Park Service**

The National Park Service (NPS) is part of the U.S. Department of the Interior. It oversees the National Register of Historic Places, federal tax credit programs for rehabilitation, and provides technical assistance on matters of historic preservation. The NPS also administers the Historic Preservation Fund (HPF), which distributes money to the states to protect and preserve their historic resources. Each State Historic Preservation Office (SHPO), appointed by the Governor for each state, manages this annual appropriation to perform the Federal preservation responsibilities required by the NHPA. In Pennsylvania, the Pennsylvania Historical and Museum Commission (PHMC) is the designated SHPO. The HPF allows each state the flexibility to shape a program according to its needs, as long as they are meeting the overall responsibilities outlined by the NHPA.

#### **National Trust for Historic Preservation**

President Harry Truman signed legislation creating the National Trust for Historic Preservation (National Trust) on October 26, 1949. The National Trust is a private, non-profit organization intended to provide “leadership, education, advocacy, and resources to save America’s diverse historic places and revitalize our communities.”<sup>13</sup> In the early 1960s there was growing concern across the nation about the negative effects of urban renewal and highway development on communities and their historic resources. Federal urban renewal programs of the 1950s and 1960s were seen as being destructive to community fabrics, particularly in larger cities. Members of the National Trust discussed these issues and outlined methods and procedures needed to safeguard community concerns. Their recommendations helped frame the National Preservation Act of 1966.

The National Trust lobbies for specific legislation and policies at the federal, state, and local levels. In 1990, it launched the Main Street Program, which promotes preservation-based economic development and grass-roots revitalization efforts in historic downtown areas. Philipsburg participates in the Main Street Program, as discussed below under the sub-section titled “Preservation in Philipsburg Borough.”



#### **Tax Reform Act**

The Tax Reform Act of 1976 established the first in a series of federal tax incentives to preserve historic commercial structures. Its most recent iteration provides a 20 percent federal tax credit to owners of certified historic buildings that are rehabilitated for commercial, agricultural, industrial, or rental use (generally referred to as “income-producing” properties).

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<sup>13</sup> National Trust for Historic Preservation “About the National Trust for Historic Preservation” [www.preservationnation.org/about-us/](http://www.preservationnation.org/about-us/).



### III. PRESERVATION FRAMEWORK

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#### **Penn Central Transportation Co. v. New York City (1978)**

This decision by the U.S. Supreme Court in 1978 gave legitimacy to local preservation laws and denied that they pose a regulatory “taking” as defined in the 5th Amendment of the United States Constitution. Among other rights, the 5th amendment holds that “...nor shall private property be taken for public use, without just compensation.” This “takings clause” is the primary legal basis on which eminent domain and property rights litigation rests. In this case, the Penn Central Transportation Company proposed a 55-story office tower to sit atop Grand Central Station, a New York City landmark. The city denied the project and Penn Central demanded “just compensation” for its loss of development rights. The debate rose to the U.S. Supreme Court, which ruled that because the property still benefited Penn Central through its initial intended purpose (a rail station), the preservation restrictions were not a “taking.” This case, though still evolving in judicial interpretation, recognizes the authority of local landmark ordinances and essentially considers any “reasonable” beneficial use of a landmark property to be a nullifying factor in takings complaints.<sup>14</sup>

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#### **Preservation in Pennsylvania**

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Historic preservation efforts in Pennsylvania began around the same time that similar efforts were occurring across the young nation in the early 1800s. Formed in Philadelphia in 1824, the Historical Society of Pennsylvania remains one of the oldest historical societies in the United States.<sup>15</sup>

The importance of historic preservation in Pennsylvania government dates back to at least 1903 when the Pennsylvania State Archives and State Museum were established. The Pennsylvania Historical Commission was established ten years later in 1913 as an independent commission to address historical issues of the state. In 1945, these three entities were joined together to form today’s Pennsylvania Historical and Museum Commission (PHMC). A discussion of the most important aspects of the Commonwealth’s historic preservation policy context is provided below.



#### **Pennsylvania Constitution**

Article 1, Section 27 of the Pennsylvania Constitution makes the Commonwealth trustee for the preservation of the historic values of the environment. It clearly refers to historic resources as having value to Pennsylvania and its citizens. Article 1, Section 27 states that the “people have a right to clean air, pure water, and to the preservation of the natural, scenic, historic and esthetic values of the environment. Pennsylvania’s public natural resources are the common property of all the people, including generations yet to come. As trustee of these resources, the Commonwealth shall conserve and maintain them for the benefit of all the people.”

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<sup>14</sup> Robert Stipe, *A Richer Heritage: Historic Preservation in 21st Century*, Chapel Hill: University of Chapel Hill Press, 2003.

<sup>15</sup> Historical Society of Pennsylvania, [www.hsp.org/](http://www.hsp.org/).

### III. PRESERVATION FRAMEWORK

#### Pennsylvania History Code

The Pennsylvania History Code (Title 37 of the Pennsylvania Consolidated Statutes) provides for the conservation of Pennsylvania's historic and natural heritage. It also provides for the preservation of public records, historic documents, and objects of historic interest, and the identification, restoration, and preservation of architecturally and historically significant sites and structures. Duties for doing so are vested primarily with the PHMC.<sup>16</sup> Furthermore, the History Code states that it is in the public interest for the Commonwealth, its citizens, and its political subdivisions to engage in comprehensive programs of historic preservation for the enjoyment, education, and inspiration of all the people, including future generations.



#### Pennsylvania Historic District Act (Act 167)

Passed in 1961, The Pennsylvania Historic District Act (Act 167) authorizes counties, cities, boroughs, incorporated towns, and townships to create historic districts within their geographic boundaries. It also provides for the appointment of Boards of Historical Architectural Review and empowers governing bodies of political subdivisions to protect the distinctive historical character of these districts by regulating the erection, reconstruction, alteration, restoration, demolition, or razing of buildings within the historic districts.<sup>17</sup> (Although Philipsburg has a National Register Historic District, the Borough has not passed regulations specifically for the purpose of protecting its historic resources. The passage of such regulation at the local level is not required by Act 167, it is simply authorized.)



#### Pennsylvania Municipalities Planning Code (Act 247)

Passed in 1968, the Pennsylvania Municipalities Planning Code (MPC) (Act 247) enables municipalities to plan for and act to preserve and protect historic resources. Article III – Comprehensive Plan (Section 301(6)) enables a municipality to plan for the protection of natural and historic resources to the extent not preempted by federal or state law. This clause includes, but is not limited to, wetlands and aquifer recharge zones, woodlands, steep slopes, prime agricultural land, flood plains, unique natural areas, and historic sites. Article IV – Zoning (Sections 603(b)(2)&(5); 603(g)(2); Section 604 (1); and all of Section 605) enables municipalities to protect their historic resources and retain their community's character.<sup>18</sup> This legislation provides the basis for adopting demolition review regulations, demolition by neglect, addition and alteration regulations, and preservation regulations. Although not having the force of provisions under the Historic District Act of regulating with specific design standards, a municipally-organized historic review commission could act in a support capacity by conducting

<sup>16</sup> Pennsylvania History Code, available at [www.phmc.state.pa.us/History%20Code%20Title37.pdf](http://www.phmc.state.pa.us/History%20Code%20Title37.pdf).

<sup>17</sup> Pennsylvania Historic District Act, [www.phmc.state.pa.us/bhp/Community/Historic\\_District\\_Act.pdf](http://www.phmc.state.pa.us/bhp/Community/Historic_District_Act.pdf).

<sup>18</sup> Pennsylvania Municipalities Planning Code, <http://mpc.landuselawinpa.com/>.

### **III. PRESERVATION FRAMEWORK**

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research, providing data on historic resources, and making recommendations for historically sensitive development. The zoning ordinance could formalize the review process for locally significant structures and include incentives such as increased lot coverage or reduced building setbacks to support such sensitive development.

#### **Pennsylvania Historical and Museum Commission**

The Pennsylvania Historical and Museum Commission (PHMC) is the Commonwealth's official history agency. The PHMC Executive Director is designated as the State Historic Preservation Officer (SHPO), pursuant to the National Historic Preservation Act of 1966 (NHPA). The SHPO also manages the National Register of Historic Places for Pennsylvania. A nomination to the National Register must first pass through a review process by the PHMC before it is forwarded to the National Park Service for consideration.

The Bureau for Historic Preservation (BHP) is part of the PHMC and its role is to identify and protect the architectural and archaeological resources of Pennsylvania. The BHP works with individuals, communities, local governments, and state and federal agencies to educate Pennsylvanians about their heritage and its value, to build better communities through preservation tools and strategies, to provide strong leadership, and to ensure the preservation of Pennsylvania's heritage.

Two tools for preservation planning have been developed by the Pennsylvania Department of Transportation (PennDOT) in partnership with the PHMC. The Cultural Resources Geographic Information System (CRGIS) is a map-based inventory of historic and archaeological sites and surveys stored in the files of the BHP. Managed by staff at PennDOT and PHMC, this has financial support from the Federal Highway Administration (FHWA), the Baltimore District of the Army Corp of Engineers, and the Pennsylvania Department of Environmental Protection (DEP). Internet access to all of the historic resource data contained in CRGIS is open to the public<sup>19</sup>.

ProjectPATH (Pennsylvania Transportation and Heritage) was launched in 2010 and is managed by Preservation Pennsylvania. This website provides users with a searchable database of all transportation projects on the Statewide Improvement Plan, giving local groups the information they need to comment on the effects of proposed projects and to participate in the Section 106 process as consulting parties.<sup>20</sup>

#### **Pennsylvania Department of Community and Economic Development**

The goal of the Pennsylvania Department of Community and Economic Development (DCED) is to foster opportunities for businesses and communities to succeed and thrive in a global economy. Assistance is provided in a broad range of programs including business development, community development, and technology investment. In 2005, DCED along with various other state departments adopted a set of principles and criteria that have focused Pennsylvania on reinvestment and reuse of its assets, guiding investment and supporting local growth and economic development across Pennsylvania.<sup>21</sup> These are called The Keystone Principles (described in box on the next page). Although not

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<sup>19</sup> Cultural Resources Geographic Information Systems (CRGIS), <http://crgis.state.pa.us>.

<sup>20</sup> ProjectPATH, [www.paprojectpath.org/PATH/home.aspx](http://www.paprojectpath.org/PATH/home.aspx)

<sup>21</sup> DCED, [www.newpa.com/index.aspx](http://www.newpa.com/index.aspx).

### III. PRESERVATION FRAMEWORK

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specifically targeted to historic preservation, the Principles give credit to the merits of using existing resources and infrastructure and maintaining historic sites.

#### **The 10 Keystone Principles for Growth, Investment & Resource Conservation<sup>22</sup>:**

**1. Redevelop first** -- Support revitalization of Pennsylvania's many cities and towns and give funding preference to reuse and redevelopment of "brownfield" and previously developed sites in urban, suburban, and rural communities.

**2. Provide efficient infrastructure** -- Fix it first: use and improve existing infrastructure. Make highway and public transportation investments that use context sensitive design to improve existing developed areas and attract residents and visitors to these places. Require private and public expansions of service to be consistent with approved comprehensive plans and consistent implementing ordinances.

**3. Concentrate development** -- Support infill and "greenfield" development that is compact, conserves land, and is integrated with existing or planned transportation, water and sewer services, and schools. Foster creation of well-designed developments and neighborhoods that offer healthy life style opportunities for Pennsylvania residents.

**4. Increase job opportunities** -- Retain and attract a diverse, educated workforce through the quality of economic opportunity and quality of life offered in Pennsylvania's varied communities. Integrate educational and job training opportunities for workers of all ages with the workforce needs of businesses. Invest in businesses that offer good paying, high quality jobs, and that are located near existing or planned water & sewer infrastructure, housing, existing workforce, and transportation access (highway or transit).

**5. Foster sustainable businesses** -- Strengthen natural resource based businesses that use sustainable practices in energy production and use, agriculture, forestry, fisheries, recreation and tourism. Increase our supply of renewable energy. Reduce consumption of water, energy and materials to reduce foreign energy dependence and address climate change.

**6. Restore and enhance the environment** -- Maintain and expand land, air and water protection and conservation programs. Conserve and restore environmentally sensitive lands and natural areas for ecological health, biodiversity and wildlife habitat.

**7. Enhance recreational and heritage resources** -- Maintain and improve recreational and heritage assets and infrastructure throughout the commonwealth, including parks and forests, greenways and trails, heritage parks, historic sites and resources, fishing and boating areas and game lands offering recreational and cultural opportunities to Pennsylvanians and visitors.

**8. Expand housing opportunities** -- Support the construction and rehabilitation of housing of all types to meet the needs of people of all incomes and abilities. Support local projects that are based on a comprehensive vision or plan, have significant potential impact (e.g., increased tax base, private investment), and demonstrate local capacity, technical ability and leadership to implement the project.

**9. Plan regionally, implement locally** -- Support multi-municipal, county and local government planning and implementation that has broad public input and support and is consistent with these principles. Provide education, training, technical assistance, and funding for such planning and for transportation, infrastructure, economic development, housing, mixed use and conservation projects that implement such plans.

**10. Be fair** -- Support equitable sharing of the benefits and burdens of development. Provide technical and strategic support for inclusive community planning to ensure social, economic, and environmental goals are met.

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<sup>22</sup> Keystone Principles for Growth, Investment & Resource Conservation, [www.phmc.state.pa.us/bhp/pkp.pdf](http://www.phmc.state.pa.us/bhp/pkp.pdf).



### III. PRESERVATION FRAMEWORK

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#### Pennsylvania Department of Conservation and Natural Resources

The Pennsylvania Department of Conservation and Natural Resources (DCNR) has some direct and indirect involvement with historic and cultural heritage preservation. DCNR was established in 1995 as the agency responsible for maintaining and preserving the Pennsylvania's state parks and forests, providing information on the state's ecological and geologic resources; and establishing community conservation partnerships with grants and technical assistance to benefit rivers, trails, greenways, local parks and recreation, regional heritage parks, open space and natural areas.<sup>23</sup> Two of its programs related to historic preservation are discussed below.

##### Pennsylvania Greenways Clearinghouse

The Pennsylvania Greenways Clearinghouse is a partnership of government, non-profit organizations, and citizens from around the state, with leadership from DCNR.<sup>24</sup> Pennsylvania is vigorously developing a statewide greenway system, which considers connections to historic sites. The program description states that it is "creating an asset highly valued by Pennsylvanians and enhancing the quality of life for all. This network of greenways will connect Pennsylvania's open space, natural landscape features, scenic, cultural, historic, and recreation sites, and urban and rural communities. Greenways will become one of the Commonwealth's most powerful tools to achieve sustainable growth and livable communities."<sup>25</sup>



##### Pennsylvania Heritage Areas Program

State Heritage Areas are large geographic regions or corridors of the Commonwealth that span two or more counties. These areas contain a multitude of historic, recreational, natural, and scenic resources of state and national significance that collectively exemplify the heritage of Pennsylvania. Through regional partnerships and public grassroots planning strategies with support from DCNR, these resources are identified, protected, enhanced, and promoted to strengthen regional economies through increased tourism, creation of new jobs, and stimulation of public and private partnerships for new investment opportunities.

A Pennsylvania Heritage Area is a process as well as a product. It is both the means and the end to substantially enrich the quality of life in Pennsylvania and the communities and regions of the state where these initiatives are pursued. It is also about partnerships. The foundation upon which a heritage area is structured involves building and strengthening regional coalitions of community leaders, non-profit interest groups, the private sector, state agencies, and the federal government. Its success is dependent upon partners being able to erase governmental and institutional boundaries while planning, acting regionally and strategically. The main focus of the Pennsylvania Heritage Areas Program

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<sup>23</sup> DCNR, [www.dcnr.state.pa.us/info/ataqlance/index.aspx](http://www.dcnr.state.pa.us/info/ataqlance/index.aspx).

<sup>24</sup> Pennsylvania Greenways, [www.pagreenways.org](http://www.pagreenways.org).

<sup>25</sup> Pennsylvania Greenways: An Action Plan for Creating Connections, June 2010, [www.dcnr.state.pa.us/brc/greenways/gwplan.pdf](http://www.dcnr.state.pa.us/brc/greenways/gwplan.pdf).



### III. PRESERVATION FRAMEWORK

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over the next several years will be to continue to support activities and projects that are integral to the implementation of the heritage development, conservation, and promotion strategies crafted and refined by the regional coalitions within each heritage area.<sup>26</sup>

- **Lumber Heritage Area**

Centre County is located in the Lumber Heritage Region, a geographic area located in Northcentral Pennsylvania comprising all or part of 15 counties. The region highlights the natural, cultural, historic, and recreational resources that best exemplify the industrial traditions of the lumber industry which played an important role in the development of this region.<sup>27</sup>



- **Pennsylvania Wilds Region**

Philipsburg Borough is also located on the edge of DCNR's designated Pennsylvania Wilds region, comprised of a 12-county region in Northcentral Pennsylvania. (While Centre County is not one of the 12 counties taking part in an intergovernmental cooperative agreement addressing planning and issues; parts of Centre County—including Philipsburg—are considered to be within the Pennsylvania Wilds region.) The public lands within the Pennsylvania Wilds represent a potential for economic gain for local communities, many of which have struggled to thrive since railroading, oil, and other industries have disappeared. Investments, improvements, and a renewed focus on this region are expected to create more vibrant and livable communities. Tourists traveling to the region will spur the need for overnight accommodations, guide services, eateries, and outfitters. Local citizens are expected to enjoy the benefits from investments made in public lands' infrastructure and environmental improvements. An important initiative of this program which relates to the historic preservation efforts in Philipsburg Borough are the incentives being generated to encourage the growth and establishment of nature tourism and related businesses in the region. Sitting on the fringe of the Pennsylvania Wilds district may offer Philipsburg additional potential for community and economic development by serving visitors as a gateway to the region.



#### **Other Groups and Organizations in Pennsylvania**

##### Preservation Pennsylvania

Preservation Pennsylvania is the Commonwealth's only statewide, private nonprofit, membership organization dedicated to the protection of historically and architecturally significant properties. It assists Pennsylvania communities in protecting and using the historic resources they want to preserve for the future through creative partnerships, targeted educational and advocacy programs, advisory assistance, and special projects. Preservation Pennsylvania also regularly responds to requests for information and assistance on a wide range of technical preservation issues.<sup>28</sup>

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<sup>26</sup> DCNR, "Heritage Areas Program," [www.dcnr.state.pa.us/brc/heritageparks/](http://www.dcnr.state.pa.us/brc/heritageparks/).

<sup>27</sup> Pennsylvania Lumber Heritage, [www.lumberheritage.org/](http://www.lumberheritage.org/) and PA Department of Conservation and Natural Resources, [Heritage Areas Program Manual](#), January 2009, page 1.

<sup>28</sup> Preservation Pennsylvania, [www.preservationpa.org/](http://www.preservationpa.org/).

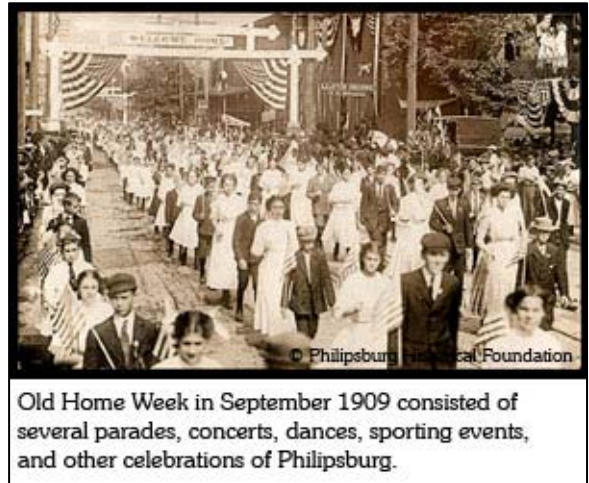
### III. PRESERVATION FRAMEWORK

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#### Pennsylvania Downtown Center

The Pennsylvania Downtown Center (PDC) is the only statewide nonprofit organization dedicated solely to the revitalization of the Commonwealth's core communities. Primarily through utilization of the National Main Street Center's Four-Point Approach™, PDC provides outreach, technical assistance, and educational services in order to assist communities in revitalizing their central business districts and surrounding residential neighborhoods.<sup>29</sup>

Philipsburg Borough was designated a "Main Street" Community in 2000 and manages their downtown revitalization efforts through the Philipsburg Revitalization Corporation, Inc., part of the Moshannon Valley Economic Development Partnership (MVEDP).



#### Pennsylvania Archaeological Council

The Pennsylvania Archaeological Council (PAC) is a statewide organization of professional archaeologists dedicated to promoting archaeology through research, public education, legislative action, and advocacy with state and federal agencies concerning policy. The organization sponsors an annual essay contest for middle school and junior high students on why archaeological sites should be preserved. It also sponsors a traveling series of poster exhibits which tour various museums, libraries, and historic sites mainly in Western Pennsylvania, and maintains a speakers' bureau of professional archaeologists willing to speak to the public about archaeology. PAC has developed a curriculum packet for middle school students concerning archaeology in Pennsylvania and is working to place supporting materials at Intermediate Units throughout the state.<sup>30</sup>

#### Society for Pennsylvania Archaeology

The Society for Pennsylvania Archaeology, Inc. was organized in 1929 to promote the study of the prehistoric and historic archaeological resources of Pennsylvania and neighboring states; encourage scientific research and discourage exploration which is unscientific or irresponsible in intent or practice; promote the conservation of archaeological sites, artifacts, and information; encourage the establishment and maintenance of sources of archaeological information such as museums, societies, and educational programs; promote the dissemination of archaeological knowledge by means of publications and forums; and foster the exchange of information between the professional and the avocational archaeologists. Various chapters of the Society represent geographic regions of the state. All of Centre County is represented by the Bald Eagle Archaeological Society Chapter #24 which currently meets on the 3rd Wednesday of the month at the campus of Penn State University.<sup>31</sup>

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<sup>29</sup> Pennsylvania Downtown Center, [www.padowntown.org/](http://www.padowntown.org/).

<sup>30</sup> Pennsylvania Archaeological Council, [www.pennsylvaniaarchaeology.com/](http://www.pennsylvaniaarchaeology.com/).

<sup>31</sup> Society for Pennsylvania Archaeology, [www.pennsylvaniaarchaeology.com/](http://www.pennsylvaniaarchaeology.com/).

### **III. PRESERVATION FRAMEWORK**

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#### Pennsylvania Humanities Council

The Pennsylvania Humanities Council is a nonprofit organization which inspires and fosters the sharing of stories and ideas to increase understanding and a larger vision of human life, community, and possibility. Its various resources include “Commonwealth Speakers,” grants, and packaged book discussions for public libraries. Grant funds have provided financial assistance for discussion groups exploring books or films, workshops, walking tours, panel discussions, exhibitions with interpretive programs, and craft demonstrations integrating conversations about the craft. Humanities Grants are available to arts organizations, history groups, public libraries, and other nonprofits working on projects that explore the human experience.<sup>32</sup>

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#### **Preservation in Centre County and Vicinity**

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##### **Centre County Historical Society**

Founded in 1904, the Centre County Historical Society (CCHS) is the oldest and largest history organization in the county, serving as the official historical society of Centre County. It is a community and volunteer based non-profit educational organization that works collaboratively with local, regional, county, and state organizations in helping to preserve and promote the area’s historic, cultural, and natural resources. CCHS disseminates historical information about Centre County; offers programs and exhibits of historical and cultural interest for children and adults, marks and helps preserve various historical sites and landscapes in Centre County, maintains a collection of artifacts, books, manuscripts, maps, and photographs; and publishes and promotes interest in historically significant publications relating to Centre County.<sup>33</sup>

##### **Centre County Planning and Community Development Office**

The Centre County Planning and Community Development Office is responsible for the preparation of the county’s comprehensive plan -- the adopted official statement of Centre County government setting forth (in words, maps, illustrations, and tables) goals, policies, and guidelines intended to direct the present and future physical, social, and economic development that occurs within the county.<sup>34</sup>

The 2003 County Comprehensive Plan listed six county-wide planning goals; the third of which states, “preserve historic and cultural resources.” In 2009, as an update to this Plan<sup>35</sup>, the following were identified: historic preservation tools and techniques; implementation strategies and opportunities; program applicability in Centre County; the economic value of preserving historical and cultural resources; interrelationship among various plan components with emphasis on environmental, energy conservation, fiscal, economic development, and social impacts; and county work program goals. As a result, the staff of the Centre County Planning and Community Development Office support the development of a county-wide historic preservation program, provide technical assistance for the use and implementation of various historic preservation tools and techniques, use Geographic Information Systems (GIS) mapping to document and support the inventory of historic resources, and promote economic and community development that supports historic preservation.

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<sup>32</sup> Pennsylvania Humanities Council, [www.pahumanities.org/](http://www.pahumanities.org/).

<sup>33</sup> Centre County Historical Society, [www.centrecountyhistory.org/](http://www.centrecountyhistory.org/).

<sup>34</sup> Centre County Government “Centre County Planning and Community Development Office” [www.co.centre.pa.us/151.asp](http://www.co.centre.pa.us/151.asp).

<sup>35</sup> Centre County Comprehensive Plan Update “Centre County Planning Opportunities, Historic Resources: Centre County Comprehensive Plan – Phase II Implementation Strategies” [www.co.centre.pa.us/planning/compplan/historic%20preservation.pdf](http://www.co.centre.pa.us/planning/compplan/historic%20preservation.pdf).

### III. PRESERVATION FRAMEWORK

#### Central Pennsylvania Convention & Visitors Bureau

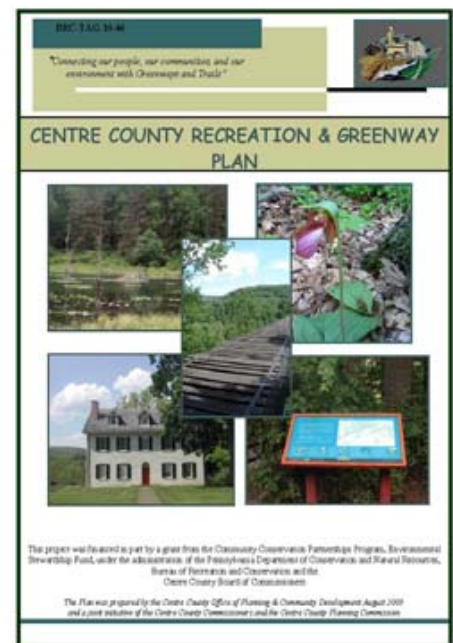
The Central Pennsylvania Convention & Visitors Bureau (CPCVB) is a nonprofit, membership-based organization committed to the fundamental principle that convention and visitor business can be attracted to an area more effectively through “coordinated group action” rather than independent action. The Convention and Visitors Bureau is, therefore, the County’s single most important destination marketing organization, projecting an image for the county into various targeted markets.

Each year this agency, in conjunction with the Centre County Board of Commissioners, opens a grant program for local event organizations who wish to secure additional funding for marketing promotions and/or capital improvements. A portion of this funding is collected from the overnight lodging tax. Known as the *Centre County Cultural, Historical and Recreational Assets Tourism Promotion Initiative*, this program can assist local organizations such as those operating the Philipsburg Heritage Days event.<sup>36</sup>

#### Centre County Recreation and Greenway Plan

Centre County, following the direction of and with funding from DCNR and the Centre County Board of Commissioners, prepared the first Countywide Greenway & Recreation Plan in 2009. The abundant natural and cultural resources, rural landscape, access to public lands, municipal parks, and an interconnected system of greenways and trails serve as the foundation for improved quality of life for the people who live, work, and visit Centre County.

The goals of the plan are to utilize information and tools from the Greenway Plan for recreation planning to link communities, parks, schools, natural areas, and historic sites; establish links to future Greenway networks and facilities in surrounding counties; identify specific locations for wildlife viewing, scenic views, and viewsheds, and areas of historic significance; guide feasibility studies and implementation that may develop out of recommendations of the Greenway plan; and ensure consistency with the Centre County Comprehensive Plan and Future Growth Management Plan.<sup>37</sup>



#### Inclusionary Housing – Model Policies for Centre County

In 2010, the Centre County Planning and Community Development Office completed a technical assistance document promoting the creation of housing that is affordable to income eligible households. The goals are to increase housing options for individuals, families, senior citizens, and persons with disabilities; ease the transportation burden for service sector employees by providing housing close to places of employment and public transportation; support employers’ efforts to hire and retain employees when housing is affordable within a short commute distance; and promote more efficient land use and sustainable communities. Various opportunities were considered for meeting the housing need. Those that apply to historic preservation efforts include infill development, accessory dwelling units,

<sup>36</sup> Central Pennsylvania Convention and Visitors Bureau, [www.visitpennstate.org/about/](http://www.visitpennstate.org/about/).

<sup>37</sup> Centre County Government, Office of Planning and community Development, “Recreational Resources: Centre County Recreation and Greenway Plan” [www.co.centre.pa.us/planning/recreational.asp](http://www.co.centre.pa.us/planning/recreational.asp).



### **III. PRESERVATION FRAMEWORK**

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mixed use development, adaptive reuse, and the acquisition, rehabilitation and resale of existing housing stock.<sup>38</sup>

#### **Centre County Community Development Block Grant Program (CDBG)**

Centre County Government receives an annual allocation of Community Development Block Grant (CDBG) Funds from DCED; in turn, the funds are distributed to eligible municipalities in the county. CDBG funds are administered by the County's Planning and Community Development Office. With the exception of Bellefonte and State College Boroughs (which receive CDBG funds directly from the state and federal government, respectively), every municipality in the County is eligible to apply for CDBG funds through the county. Every proposed project must meet specific eligibility criteria, most importantly at least 51% of the residents in the proposed project area must be from low-to-moderate income (LMI) families. Eligible projects can include public facilities and improvements (water, sewer, and stormwater), public building rehabilitation, removal of blight, property acquisition, housing rehabilitation (sewer laterals), streetscape improvements, handicap accessibility, and commercial façade improvement projects.

#### **Centre County Transportation Enhancement Program**

The Centre County Metropolitan Planning Organization (MPO) assists the Pennsylvania Department of Transportation with the administration of the federally funded Transportation Enhancements program. Transportation Enhancement activities offer funding opportunities to help expand transportation choices and enhance the transportation experience through 12 eligible activities related to surface transportation.

Eligible project categories include: pedestrian and bicycle facilities; safety and educational activities for pedestrians and bicyclists; acquisition of scenic easements and scenic or historic sites; tourist welcome centers; landscaping and scenic beautification; historic preservation of buildings and facades in historic districts; rehabilitation and operation of historic transportation buildings, structures, or facilities; converting abandoned railway corridors to trails; removing outdoor advertising; archeological planning and research; and mitigating stormwater runoff.

For construction projects, the project sponsor pays for all pre-construction activities (engineering, environmental, right-of-way, and utilities) and the construction and construction inspection is paid for using the federal transportation enhancements funds. Non-construction projects (education and acquisition) are paid for using 80% federal funds and 20% local funds.<sup>39</sup>

#### **Headwaters Resource Conservation & Development Council**

Headwaters Resource Conservation & Development (RC&D) Council is a non-profit organization serving an eight county area encompassing Centre County. It is a unique public-private partnership involving local community volunteers and the United States Department of Agriculture's (USDA's) Natural Resources Conservation Service. In partnership with local, state, and federal government agencies, nonprofit organizations, and businesses, the Headwaters RC&D Council completes beneficial natural resource, conservation, and community development projects and can help secure the

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<sup>38</sup> Centre County Government, "Inclusionary Housing: Model Policies for Centre County" June 30, 2010, [www.co.centre.pa.us/planning/housing/Inclusionary\\_Housing\\_Model\\_Policies.pdf](http://www.co.centre.pa.us/planning/housing/Inclusionary_Housing_Model_Policies.pdf).

<sup>39</sup> Centre County Metropolitan Planning Organization, [www.ccmopo.net/](http://www.ccmopo.net/).



### **III. PRESERVATION FRAMEWORK**

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necessary technical and financial assistance, such as consultants, volunteers, materials and supplies, grants, and loans to complete a local project. Work is concentrated in four focus areas: Water Management, Community Development, Land Conservation, and Land Management.

The mission of the Headwaters RC&D is to promote quality of life and economic sustainability by restoring, protecting, and enhancing natural and cultural resources in north central Pennsylvania. The organization provides technical assistance, implements resource conservation projects, fosters volunteer efforts, and develops financial partnerships. Headwaters RC&D manages projects that address agriculture, forest resources, community development, environmental education, water resources, and recreational needs of the region.<sup>40</sup>

#### **Centre County Community Foundation**

The Centre County Community Foundation serves the county in many ways “to build a better tomorrow for our community.” Part of its mission is to promote the betterment of Centre County and enhance the quality of life for all its residents, and they provide grant funding opportunities to local organizations who meet their grant criteria.<sup>41</sup>

#### **The Pennsylvania State University Hamer Center for Community Design**

Located within the Stuckeman School of Architecture and Landscape Architecture at The Pennsylvania State University, the Hamer Center for Community Design serves as a laboratory for community partnerships that integrate socio-economic and environmental conscious resolution to design and planning problems. It is an incubator for exploring ideas, a classroom, and a real-world link; viewing the activities of teaching, research, and service as interrelated in investigating issues of community design and planning.

Every year, the Hamer Center is involved in outreach/education projects in the community. These projects range from the design of community parks, to downtown revitalization efforts, and planning of watersheds. The Hamer Center brings together the resources of the University (faculty and students) and community partners to respond to real-life planning/design issues focused on improving the quality of life of community residents.<sup>42</sup>

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### **Preservation in Philipsburg Borough**

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#### **Philipsburg Borough**

Philipsburg Borough owns four significant historic sites in the Borough: the Union Church, Town Hall, The Simler House, and the Rowland Theatre. Although owned by the Borough, the Simler House and the Union Church are maintained by the Philipsburg Historical Foundation Trustees, and the Rowland Theatre is maintained by the Friends of the Rowland.

In 2007, Philipsburg Borough adopted a local zoning ordinance which requires a “conditional use permit” for new construction and demolition in an overlay area of the Main Street District. This

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<sup>40</sup> Headwaters Resources & Development Council, <http://headwaterspa.org/default.aspx>.

<sup>41</sup> Centre County Community Foundation, <http://www.centrecountycf.org/>.

<sup>42</sup> Hamer Center for Community Design, <https://hamercenter.psu.edu>.

### III. PRESERVATION FRAMEWORK

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measure is a preliminary step in enacting a complete Historic District Ordinance with the assistance of the Pennsylvania Historic and Museum Commission.

In 1997, the Borough approved the Philipsburg Comprehensive Plan, which has a preservation focus. Phase I of the Comprehensive Plan includes steps for listing Pennsylvania historic resources on the National Register of Historic Places and also provides a National Register Historic District Fact Sheet for property owners.

Phase II addresses the Borough's comprehensive development plan by listing numerous goals and objectives, not the least of which is a goal to ensure the future orderly and efficient development of Philipsburg Borough. Objectives of this goal are to discourage strip development along highways and streets and encourage infill development. Other objectives are to encourage renewal and development in the Central Business District and the adoption of land use ordinances (eg. a zoning ordinance, historic preservation ordinance, infill standards, and building and housing codes).

Additionally, the Borough seeks to actively support historic preservation efforts throughout the community, for example by encouraging the use of federal tax credits for the restoration of income-producing property. Likewise, the Borough seeks to use its National Register Historic District as a means to help "promote local pride, conserve the building stock, encourage new residents to locate in the Borough, and act as the basis for expanding the tourism industry."<sup>43</sup>

#### **Philipsburg Revitalization Corporation, Inc.**

The mission of the Philipsburg Revitalization Corporation, Inc. (PRC) includes the protection of Philipsburg's historic areas, and its vision is to reinvent Historic Downtown Philipsburg as a family oriented:

- Hospitality hub where travelers and locals alike can stop and enjoy a variety of dining options, specialty shopping, and entertainment in a historic small town setting where the people are friendly and make you feel at home.
- Employment generator where local residents can find living wage opportunities in professional services, government, healthcare, personal services, and technology industries.
- Livable neighborhood that will provide all of the benefits of a hospitality hub, plus meet the day-to-day shopping, service, and housing needs of nearby residents.

#### **Main Street Program**

One role of the PRC is to manage the Philipsburg Main Street program. Its Main Street Design Committee operates a Façade Incentive Improvement program, and uses a comprehensive collection of Design Guidelines prepared by the Committee to serve as a reference guide. The Design Guidelines strive to offer basic information about physical improvements that have proven to be effective in the revitalization of other business districts throughout Pennsylvania. In addition, the Design Guidelines establish a set of principles to ensure that improvements are consistent with the scale, character, and history of Philipsburg's business district. See Figure 3, *Philipsburg Planning Districts*. These principles

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<sup>43</sup> Philipsburg Borough Comprehensive Plan, approved in 1997, page 99.

### **III. PRESERVATION FRAMEWORK**

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stress good property maintenance and preservation of original architectural features and encourage the compatibility of any replacement architectural elements and building additions. The Façade Improvement Incentive Program enables property owners to reverse alterations that did not preserve the architectural character of a building and therefore threatened the economic viability of the commercial business district.

#### **Elm Street Program**

The potential exists for Philipsburg to obtain state designation as an Elm Street community. The current Philipsburg Elm Street Plan, finished in 2009, includes the promotion of historic preservation and heritage education in all neighborhood activities. The vision established by the Elm Street Plan is as follows:

“The east side of Philipsburg is a uniquely vintage and stable neighborhood within the Borough. We are a safe and walkable community that is authentic to the development of Philipsburg and the storied past of a community once known as ‘Little Chicago.’ We offer residents and guests a neighborhood with deep historical roots reaching for a sustainable and vibrant future.”

#### **Philipsburg Historical Foundation**

The Philipsburg Historical Foundation is a 501(c)3 non-profit operated by a board of trustees. The trustees voluntarily maintain records, historical documents, files, photos, and items in the Philipsburg Historical Foundation Museum located on the third floor of the Moshannon Building, 203 North Front Street. In addition to Philipsburg area history, the trustees maintain a large collection of genealogical files, the Simler House, and the Union Church. The trustees also staff the museum on Sundays from 2:00 to 4:00 PM and also the Simler House and Union Church from 2:00 to 4:00 PM on Sundays from Memorial Day to Labor Day. The Union Church is also available to rent for special events.



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## **IV. ACTION PLAN**

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## IV. ACTION PLAN

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### Action Plan Introduction

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The key to any successful planning effort is its implementation strategy – what happens after the plan is approved. This section of the Philipsburg Historic Preservation Plan has been prepared as an **Action Plan**. It clearly lists the goals that have been set and the actions that are recommended to achieve those goals. Also included is an Implementation Status Table at the end to record progress towards reaching the goals. The goals are realistic. It is the intent of this Plan to be forthright about Philipsburg's opportunities and challenges and set forth clear and practical steps towards achieving the goals.

This Plan is intended to guide historic preservation efforts in the greater Philipsburg area. It also builds on some of the goals and objectives of other previous planning efforts, such as the Main Street and Elm Street Programs.

Although this Plan has been prepared specifically for Philipsburg Borough, it is recognized that the area's history and historical significance extends beyond the Borough's boundaries. Surrounding communities, particularly Rush Township, function as integral parts of the greater Philipsburg area and can equally benefit by working collaboratively to implement this Plan and apply/extend applicable recommendations in their own jurisdictions. Many successes can be achieved through cooperation and working toward the common goal of preserving community character and authenticity of place in greater Philipsburg.

### How to Implement this Action Plan

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To implement this Action Plan:

1. Expand the role of the Philipsburg Revitalization Corporation (PRC), Philipsburg Borough, Philipsburg Historical Foundation, and/or the Moshannon Valley Economic Development Partnership (MVEDP), to promote and oversee the progress of implementing this Action Plan. Alternatively, create a Historic Preservation Committee, organized and led by the PRC, the Borough, the Historical Foundation, and/or MVEDP. An entity must be identified that is committed to spearheading the effort to implement this Plan.
2. Select two or three Actions as "First Priority" that would:
  - be easy to implement;
  - have a high likelihood of success;
  - be embraced and appreciated by residents in the greater Philipsburg area;
  - build momentum for the implementation of other Actions; and
  - have a source of funding for any incurred expenses.
3. Identify groups, organizations, and persons that have the interest and capacity to lead the implementation of the First Priority Actions. If the PRC, Borough, Historical Foundation, and/or MVEDP have the capacity to do so, one or more of these organizations may choose to lead the

## IV. ACTION PLAN

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First Priority Actions to set an example and benchmark for the leaders of future Actions. First Priority Actions will become “role models” for future Actions.

4. Continue to look for Action Leaders and obtain commitments from groups, organizations, and specific persons to serve as leaders for particular Actions. Focus initial efforts on identifying leaders for First Priority Actions and Actions identified as having the highest priority; but, anyone offering to lead other Actions should be equally encouraged. Some Actions can be accomplished quickly (months) while others will take longer (a year or more), so be sure that the leader is committed to following through given the timeline and level of effort involved. Look for leaders within the community. Also look outside of the community and seek assistance and support from other entities with a vested interest in Philipsburg’s success, including but not limited to the Centre County Planning and Community Development Office, Pennsylvania Downtown Center, the Pennsylvania Historical and Museum Commission, and organizations involved in regional initiatives such as The Lumber Heritage Region and The Pennsylvania Wilds.
5. Once a leader is identified for a particular Action, their initial efforts should be to work with the group(s) identified to spearhead the implementation of this Plan and to identify possible funding sources to cover any costs that will be incurred from implementing the Action. Some Actions will require very little funding while others will require a greater amount. For many of the Actions, the greater level of volunteer effort that can be solicited, the lower the costs will be. Having a secure source of funding in place will avoid delays.
6. Each Action recommended in this Plan is accompanied by a list of “Take Action” steps to guide its implementation. These steps are not intended to be comprehensive; rather, they provide a basic structure. Action Leader(s) should begin following the steps to complete the Action, or decide how to otherwise best accomplish the Action. The Take Action outlines given in this Plan are basic and straightforward. Deviations from the outlined steps are allowed and expected as each Action progresses in its implementation. Success should be measured by completion of the Action regardless of the exact steps that were taken along the way.
7. Publicly announce successes, particularly the completion of Actions. Use local newspapers, websites, and other local and regional media sources. Public recognition will help to instill a sense of accomplishment and build momentum for future Actions.
8. Continue to look for and identify Action Leaders and funding sources for remaining Actions. Replace Action Leaders who are not effective or offer them support or a co-leader. Keep in mind that this Action Plan is intended to be implemented over a period of ten years or more, so do not become discouraged if a leader and/or funding source for a particular Action are not immediately identified.
9. Periodically review this Action Plan. An annual review is recommended. Make updates and modifications to keep it fresh and current. Mark completed Actions with their completion dates and success stories. Use the Implementation Status Table at the end of this section to identify the names of Action Leaders and the outcomes or status of this Plan’s implementation.
10. Add additional Actions as the need arises.

## IV. ACTION PLAN

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### Ongoing Use of this Action Plan

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This Action Plan is not meant to be stagnant. It is hoped that support for historic preservation will build over time as this Plan is implemented and momentum is built. The Goals and Actions contained in this Plan are the basis for moving forward with historic preservation in the greater Philipsburg area given today's human resource capacity, regulatory environment, available funding sources, and level of public support. This Plan recognizes that these contexts may change over time. New ideas may emerge, funding sources may change, public and political support levels for historic preservation may strengthen or weaken, and volunteer capacity may be improved or fade away. Therefore, the Goals and Actions in this Plan must be periodically reviewed and updated to ensure that this Action Plan remains current.

## IV. ACTION PLAN



### Goals

**The following are four goals that Philipsburg will strive to achieve as it implements this Historic Preservation Action Plan.**

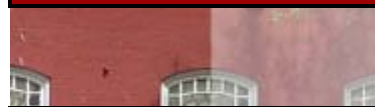
#### GOAL 1

Increase Visual Awareness of Philipsburg's National Register Historic District and Philipsburg History



#### GOAL 2

Increase Heritage Tourism Activity in and around Philipsburg



#### GOAL 3

Safeguard Philipsburg's Authentic Character by Encouraging Pride of Ownership and Preserving Character-Defining Buildings, Sites, and Features



#### GOAL 4

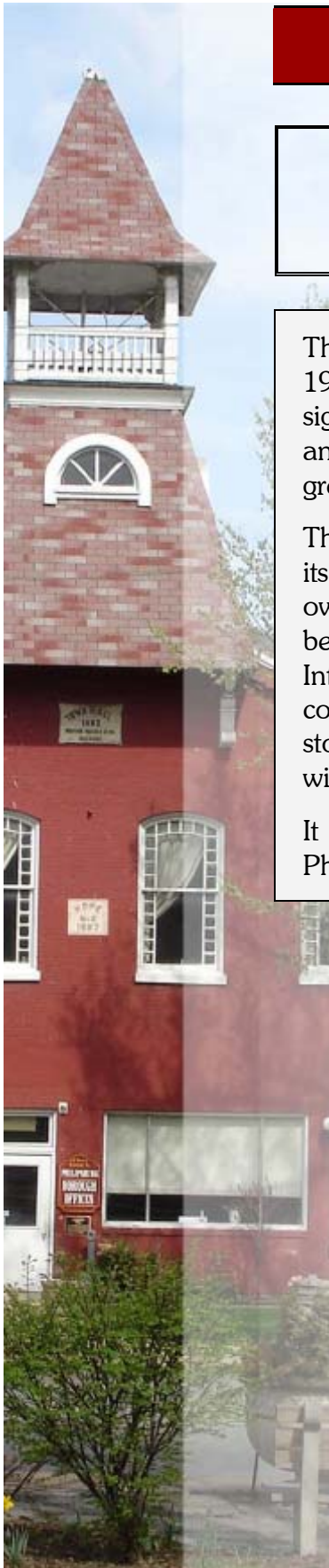
Build Social Capital / Increase Volunteer Capacity / Mobilize Youth





## IV. ACTION PLAN

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### Goal 1

#### **Increase Visual Awareness of Philipsburg's National Register Historic District and Philipsburg History**

The Philipsburg National Register Historic District was designated in 1999. The District contains 228 buildings that contribute to its historical significance. The collection of buildings contributes greatly to the unique and authentic character of Philipsburg Borough and the surrounding greater Philipsburg area.

The National Register Historic District and all but the most prominent of its buildings appear to be underappreciated by residents and property owners. The District is not well recognized by residents and visitors as being a significant resource on the United States Department of the Interior's National Register of Historic Places. Additionally, although the collection of historic buildings is visually apparent, the accompanying story of Philipsburg's history is not easily recognizable to those unfamiliar with the community's past and the architectural styles of its buildings.

It is recommended that visual indications of the Historic District and Philipsburg's history be made more widely apparent.

## IV. ACTION PLAN

### Action 1.1:

**Use street signs that identify the National Register Historic District. Alternatively, install pole-mounted signs or install toppers on existing street signs.**

#### Background:

The location of Philipsburg's National Register Historic District is not easily identified when spending time in the community. It is very important that the District be recognized by people traveling through or spending time within its boundaries. Many people pass through the Historic District each day and do not realize that they are in the District or that it has received national recognition. By marking street signs, instant recognition will be brought to the National Register Historic District and its historical importance will be more widely recognized. Street signs are inexpensive, highly visible, weather-resistant, and attractive; require little maintenance; and serve as continual reminders of the Philipsburg National Register Historic District's location.

#### Examples:



Street Sign Replacement  
(Hollidaysburg, PA)  
Source: T&B Planning, Inc.



Pole Mounted Sign  
(Greensburg, PA)  
Source: T&B Planning, Inc.



Topper on Existing Sign  
(Mystic, CT)  
Source: T&B Planning, Inc.



Post Mounted Sign  
(Lancaster, PA)  
Source: Massachusetts Historical Commission

#### Take Action:

1. Identify the Action Leader(s) who will lead the following steps.
2. Contact the Borough Manager. Identify any regulatory limitations or restrictions regarding the replacement of street signs or the addition of toppers on existing signs. Clearly understand the level of Borough involvement and the approval process that will be needed in regards to sign design, installation, and maintenance. The Borough will likely need to approve the sign design, style, size, colors, and placement locations prior to any signs being ordered, manufactured, or installed.

Street signs or sign toppers on existing street signs are recommended over pole-mounted signs because they are typically less expensive and more noticeable. However, if pole-mounted signs will be used, additional coordination with the pole owner (utility company) will be necessary.

3. Obtain a map of the National Register Historic District with street names and intersections identified (see Figure 1). Use this map to count how many street signs will be needed. Conduct field verification to ensure that all street sign locations are marked on the map.

If pole mounted signs will be used instead of street signs, locations will need to be determined by field verification, in consult with the pole owner(s). When determining locations, take note of any obstructions in the line of view from the perspective of a pedestrian, bicyclist, or motorist, to the place the sign would be mounted. Not all poles are appropriate for the mounting of signs.

4. It is recommended that every intersection in the Historic District have the same street sign design. If fewer signs are desired or if funding limitations require that signs be installed in phases, plan to spread the street signs evenly throughout the Historic District. The intent is to bring recognition to the entire Historic District, not just parts of it.
5. Determine what is most important about the sign's design and materials. Consider durability, visibility, cost, colors, text and graphics, and overall attractiveness. Select a vandal-proof material if possible. It is recommended that the words "National Register Historic District" be placed on the signs.
6. Identify sign manufacturing companies to assist with sign design and sign fabrication. Companies that have experience manufacturing these types of signs for historic districts will be more helpful and knowledgeable than sign companies that have not produced these sign types before. Conduct an Internet search for companies with experience. A local sign company with a vested interest in the greater Philipsburg area would also be a good choice.

Inquire about the cost, materials, sizes, stock designs, and custom types of signs that are available. Also inquire about the process to manufacture a custom-designed sign. Durability, legibility, and visual quality are the primary factors to consider when choosing a street sign. Keep budgetary constraints in mind. Work with a sign company to create a few design options, and associated pricing.

7. Once a cost range is determined, seek sources of funding. If funding is not available for all of the signs, consider purchasing the signs in stages or not marking every intersection to reduce the initial cost. Continue to seek out funding to complete the project over time.
8. Finalize selection of the sign manufacturing company and work with them to prepare the final street sign design. As previously stated, it is recommended that the signs contain the words “National Register Historic District” or at a minimum “National” to increase public awareness that the district is nationally recognized as a significant historic place.
9. Secure any necessary approvals from Philipsburg Borough and/or pole owners to allow installation of the signs. Additionally, verify the procedure to install the signs once they are purchased. Determine if there will be labor costs associated with the installation.
10. Once a sign design is finalized and all necessary approvals are granted, verify the final pricing to purchase the signs. Place the order.
11. Coordinate sign installation with Philipsburg Borough.
12. Once installed, maintenance requirements should be very minimal because sign materials selected for durability do not typically require maintenance.



## IV. ACTION PLAN

### Action 1.2:

**Plan, design, and install welcome monuments/gateways in strategic locations that will greet visitors upon their arrival to Philipsburg and remind them of Philipsburg's historic character.**

#### Background:

Philipsburg has been called the premier “crossroads” of Central Pennsylvania. Many people pass through Philipsburg daily, primarily on North and South Centre Streets and Presqueisle Street on their way to and from surrounding designations. Looking at Philipsburg on a map, it is easy to see the many roadways leading to and from the Borough. With so many roads leading in and out of town, more people drive through Philipsburg than stop to spend time within its boundaries and appreciate its National Register Historic District.

Philipsburg has a tremendous opportunity to increase its attraction as a destination by making its Historic District more inviting and recognizable to the passer-by. In order to entice more visitors to stop (and patronize historic sites and local businesses), it helps for visitors to feel welcomed. The installation of gateways at the approaches to town can set the stage for what visitors are to expect when they arrive and provide a sense of welcome.

Currently, Philipsburg has one welcome sign, positioned along South Centre Street at the Philipsburg Cemetery (pictured right). The sign is made of a simple wood and post design. It would be beneficial to enhance (or replace) the current gateway sign and to add additional attractive and character-appropriate gateways along key roadway corridors leading to town.



#### Examples:



Welcome Sign on Brick Base  
(Murrysville, PA)  
Source: T&B Planning, Inc.



Pole-Mounted Welcome Sign  
(Emporium, PA)  
Source: T&B Planning, Inc.



#### Take Action:

1. Designate the Action Leader(s) who will lead the following steps.
2. Drive the roadway routes leading to Philipsburg to determine potential locations for welcome monuments/gateways. The best locations are those that are within one-half mile of town, have ample space available, and are highly visible to motorists on the roadway. If possible, photograph the potential locations. (When taking photographs from a vehicle, it is best to photograph as a passenger so that the driver can focus on safety.)
3. Contact the Borough Manager and determine if the preferred locations are on public or private property. The construction of any welcome monuments or gateways will require permission from the property owner(s).
4. The placement and size of monument signs in the Borough are regulated by the Philipsburg Borough Zoning Ordinance. Discuss zoning requirements with the Borough Manager and clearly understand any limitations that will be imposed. Also clearly understand the approval process that will be required to obtain a permit for monument sign installation. (Note that if locations are selected outside of the Borough limits, the regulations and approval process will be governed by those jurisdictions, not Philipsburg.)
5. Contact the property owner(s) and seek permission for a gateway monument/sign to be placed on their property. If permission cannot be gained, seek alternative locations. Discuss responsibilities for maintenance. The purpose of welcome monuments/gateways is to be welcoming and reflective of Philipsburg's attractiveness and community character. If maintenance cannot be ensured, it is better to not have a welcome monument/gateway than to have one that is unattractive or in a state of disrepair.
6. Identify a person or organization to design the entry monuments/gateways. It would be advisable to retain a landscape architect, professional designer, or someone having design and construction skills. Each gateway location should be designed with a similar theme, having the same or similar construction materials. The style should be reminiscent of historic Philipsburg, through material use and design. It is recommended that text include:

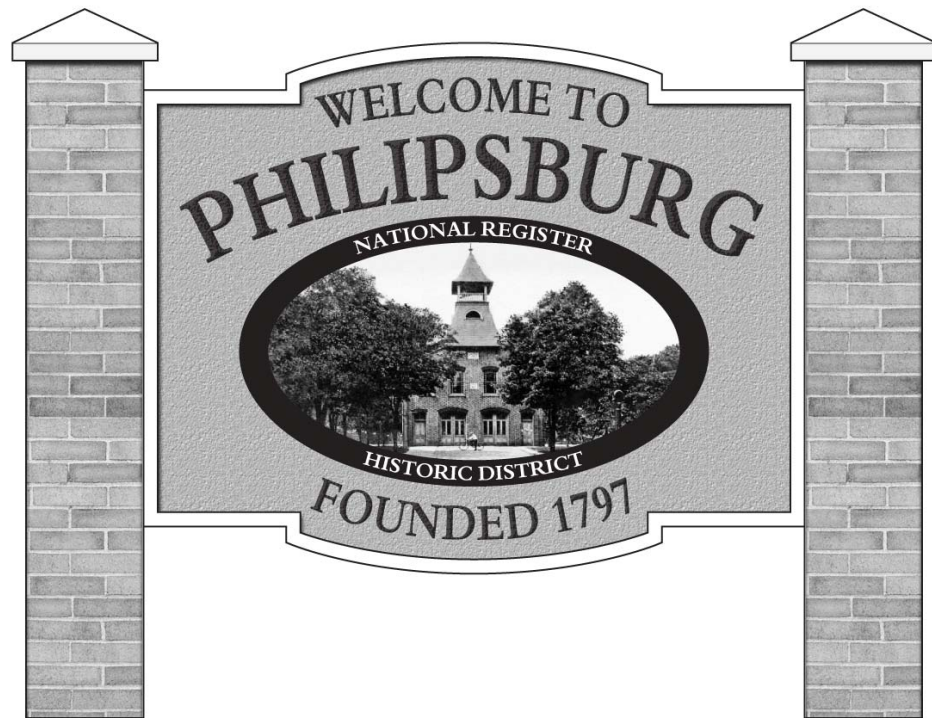
Welcome to Philipsburg  
Founded 1797
7. Discuss design, construction, and installation costs with the designer. The type of construction materials used will be the greatest cost factor. Consider using materials that were commonly used during Philipsburg's historic period (brick, stone, masonry) or materials that can be salvaged from a local building renovation or demolition project, particularly if brick, stone, or other form of salvaged masonry is available. Consider durability, cost,

## IV. ACTION PLAN

### Action 1.2

colors, text, graphics, surrounding landscaping, and overall attractiveness. The construction materials should be:

- Of a natural or naturally-appearing material.
- Non-reflective.
- Attractive and durable.
- Not illuminated, or illuminated only with subtle external light source.



Example Philipsburg Welcome Sign, prepared by T&B Planning, Inc. © 2010

8. If community input is desired on the design, determine a method by which to receive input. This step, if done correctly, will not only determine the best welcome/ gateway monument design, but will also broaden community awareness of the reasons why welcome signs/gateways are being pursued for installation.
9. Obtain a construction and installation cost estimate. Once a cost range is determined, seek sources of funding. The welcome monuments/gateways can be constructed one at a time to reduce the amount of initial funding needed. If done serially, install the first one at the location that will receive the most attention. Continue to seek out funding to complete other monument signs/gateways over time.
10. Contact the Borough Manager (or other municipality if the location is outside of Philipsburg) and proceed with the permit applications and

processes necessary to obtain approval. Based on the locations chosen, be clear about who will own the welcome monuments/gateways after installation. If they are located on private property, an easement may be required from the property owner.

11. Confirm who will be responsible for conducting maintenance of the welcome monuments/gateways. Determine maintenance standards to ensure that they will be in good repair and be attractive year-round.
12. Once approvals have been granted and funding has been secured, proceed with construction.
13. Once installed, there will be some level of maintenance required, particularly upkeep of any associated landscaping. If the welcome monument/gateway becomes damaged or vandalized, conduct repairs as quickly as possible. It is important that the monument/gateway reflect the desired character of the Borough and its National Register Historic District.

## IV. ACTION PLAN

### Action 1.3:

**Develop and administer a plaque program to identify historically significant buildings.**

#### Background:

Some of Philipsburg's historic buildings are marked with plaques, most of which were purchased with grant funds secured by State Representative Lynn Herman. Plaques bring increased recognition to historic buildings, signify a building's contribution to the National Register Historic District, and instill a sense of pride for the building's owner. In the Philipsburg National Register Historic District, each contributing building (228 buildings), would be eligible to display a plaque bearing the words "National Register of Historic Places." Adding plaques to buildings is an effective and relatively inexpensive way to call attention to the historic character of the community and increase awareness of a structure's history and its connection to Philipsburg's past.

Additionally, a plaque program can extend outreach and education property owners who may not be aware of, or fully appreciate, the significance of their buildings. Participation in a plaque program can be the first step toward more active involvement in historic preservation efforts among property owners, and may also encourage owners to keep their structures in good repair.

#### Examples:



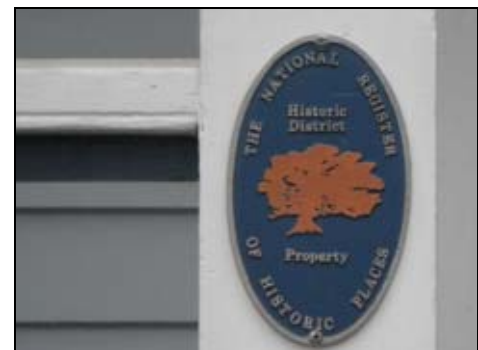
Standard Text  
(Ligonier, PA)  
Source: T&B Planning, Inc.



Custom Text  
(Philipsburg, PA)  
Source: T&B Planning, Inc.



Custom Text  
(Pittsburgh, PA)  
Source: T&B Planning, Inc.



Custom Design  
(Mystic, CT)  
Source: T&B Planning, Inc.

#### Take Action:

1. Identify the Action Leader(s) who will lead the following steps. It is recommended that the Action Leader be the group or organization that will administer the plaque program.
2. Determine the type of plaque program that is desired. It is recommended that an Interpretive Program be used in Philipsburg's commercial district (areas where visitors would typically be walking around) and that a Recognition Program be used elsewhere in the National Register Historic District.
  - Interpretive Program: This type of program educates the reader about the building. Each plaque would be customized to describe the specific building and give information about its architecture, use, date of construction, and/or former uses/occupants.
  - Recognition Program: This type of program gives general recognition about the structure's historical significance. Plaques would include limited information and/or standard wording such as "This property has been placed on the National Register of Historic Places by the United States Department of the Interior." These types of plaques are less costly to produce than interpretive plaques.
3. Establish guidelines by which a building will be accepted into the plaque program. Such guidelines may specify that the building must:
  - Be a contributing building to the National Register Historic District or individually listed on the National Register of Historic Places.
  - Have retained its historic architectural integrity.
  - Be in good repair.
  - Property owner commitment to display the plaque and maintain the property in good repair.
4. Contact companies that manufacture historic building plaques. Inquire about the cost, materials, sizes, stock designs, and custom types of signs available. Also inquire about the fabrication material. Metal casting is recommended for long-term durability, but casting can be more expensive than metal processing or other materials.
5. Determine a plaque design. A design matching the plaques already installed in Philipsburg is recommended to promote consistency. Based on Step 2 above, determine if text on the plaques should be uniform or customized with specific information about the building on which it is placed. Once a plaque design is finalized, verify the final per-unit pricing with the sign manufacturer.



## IV. ACTION PLAN

### Action 1.3

6. Determine if the cost for plaques will be paid by the building owner applying for a plaque, or through some other funding method. If other funding method, seek funding sources.
7. Advertise the plaque program to building owners in the National Register Historic District in order to encourage them to participate.
8. Prepare a simple application form that building owners who are interested in participating in the plaque program can fill out and submit to the administering organization for review and approval. After an application is reviewed and approved, a typical ordering program involves:
  - Request funds from the applicant to pay for the cost of the plaque, unless funding is being used from another source.
  - If the plaque will be interpretive, conduct research on the structure and determine the text to be placed on the plaque. Before ordering, share a proof of the sign's design with the building owner.
  - If the plaque will not be interpretive, proceed with the standard text and inform the building owner.
  - Order the plaque and determine if it will be shipped to the administering organization or to the individual building owner.
  - Deliver the plaque to the owner and, if desired, conduct a small ceremony celebrating the individual historic significance of the structure and its contribution to the National Register Historic District.
9. Establish guidelines for the display of plaques. Address proper mounting locations and mounting methods. Typically, the mounting location will be near the front door and the mounting method will be permanent attachment by bolts or screws. The sign mounting screws should be anchored to wood or in mortar joints, and attached to whatever material is easiest to patch in the event that the plaque is removed or relocated to another place on the building.

## IV. ACTION PLAN

### Action 1.4:

### Develop and administer a vacant storefront window program.

#### Background:

There are several vacant storefronts in Philipsburg’s commercial core. Vacant storefronts, particularly those with large storefront windows, can discourage economic activity. Storefront widows are considered “high visual space” and are one of the most defining visual features of a downtown commercial streetscape as viewed by the pedestrian. Therefore, it is recommended that a vacant storefront window program with a historical theme be implemented.

There are several benefits to using vacant storefront windows as temporary locations for historically themed displays and/or public art. Benefits include increasing attractiveness of the commercial core, drawing additional foot traffic, making vacant spaces more attractive to potential leases, and assisting with establishing a “brand” for the Philipsburg Historic District. Although other types of displays could be considered, this Plan recommends displaying large, black-and-white display boards of historical photographs or vintage postcards depicting downtown Philipsburg. Visual reminders of what Philipsburg’s commercial core “used to be” can increase entrepreneurial thinking about what it “can be” and its connection to history.

#### Examples:



Vacant Storefront Improvement Program, Vintage Photographs (left) & Art (right)  
(City of Palm Springs, CA)

Sources: T&B Planning, Inc. and City of Palm Springs Economic Development Office



Art Adorning Vacant Storefronts  
(Riverhead, NY)

Source: The East Hampton Press & The Southampton Press

#### Take Action:

1. Identify the Action Leader(s) who will lead the following steps. It is recommended that the Action Leader be the group or organization that will administer the vacant storefront window program.
2. Determine a design style and themes for the window displays. This Plan recommends low capital cost displays of large-scale black and white photos of historical Philipsburg, or displays of “postcards from the past.”<sup>44</sup> Regardless of the design style, the displays should:
  - Be large enough to be eye-catching from pedestrian view.
  - Convey a positive image of historic Philipsburg.
  - Be educational about Philipsburg’s history.
  - Have a simple theme that is uncluttered in appearance.
3. If community input is desired on the displays, determine the best way to do so. Ideas include obtaining idea submissions from the public and informal voting on possible displays (via a website or in school classrooms). This step, if done correctly, can actively engage the public and broaden community awareness of the storefront display program, as well as provide education about Philipsburg history in an interesting way.
4. Determine the geographic area where the program would be administered. Focus on Philipsburg’s commercial core -- on streets that receive the highest volumes of pedestrian foot traffic.
5. Contact property owners/managers with storefront vacancies to inquire about their willingness to participate in the program. Participation will be voluntary.
6. Secure agreements with participating storefront owners that stipulate the provisions of a storefront display. The agreement should address display timeframes, ownership of the display, maintenance (cleaning) of the window, access to the display, and liability for any damages that may be caused either to the display or the storefront. As the ultimate goal is to have the storefronts occupied, agreements should specify that new leases or building ownerships take priority over display terms. Example agreements can be obtained from other cities and towns that implement a similar program.
7. Based on interest, determine how many displays are needed. It is recommended that the displays rotate out every six months, but the length of time may vary depending on storefront availability and financial

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<sup>44</sup> These types of displays can be printed by a local printing company. Some companies such as *Downtown Graphics Network, Inc.* (Salisbury, NC) has particular experience producing postcards of the past displays.

resources available to create new exhibits. Also determine if special displays should be considered for special community events, such as Heritage Days.

8. Determine how the displays will be manufactured and how much funding is needed to create the displays and cover any installation, removal, storage, and administration costs.
9. Seek sources of funding. This type of program is a good candidate for use of volunteer labor for display installation and removal, and the solicitation of business sponsorships to cover costs of manufacturing the display. If display boards of black and white historic photos or vintage postcards are used, the capital cost will be relatively low. If business sponsorships will be used, credit the sponsor by noting "Sponsored by \_\_\_\_\_" as part of the display.
10. Determine who will be responsible for installing the displays, removing displays, and where displays will be stored when not in use.
11. Install the displays in participating storefronts.
12. Give credit to storefront owners participating in the program. Thank them in public ways for their participation.

## IV. ACTION PLAN

### Action 1.5:

**Develop and implement an interpretive display program, both inside and outside of the National Register Historic District, particularly in areas with outside activity space (parks, commercial streetscape, etc.).**

#### Background:

Visual evidence of Philipsburg's historical period is most noticeable in the architecture of its National Register Historic District buildings. The collection of buildings greatly contributes to the unique and authentic character of the Borough and the surrounding greater Philipsburg area. Although the buildings are visually apparent, the accompanying story of Philipsburg's history is not easily recognizable to those unfamiliar with the community's past; thus, it is under-appreciated. One way to increase appreciation is to implement a thoughtful interpretive display program. Conveying information about local history through interpretive signs and other visual displays such as monuments, murals, and public art can bring history alive to those who spend time in the community. It also can increase community pride in local heritage and enhance the walking/outdoor experience where displays are located. When history is appreciated, there is often an indirect effect in the form of community pride and improved property maintenance.

#### Examples:



Interpretive Sign with Historic Photos  
(Ligonier, PA)  
Source: T&B Planning, Inc.



Memorial  
(Philipsburg, PA)  
Source: T&B Planning, Inc.



Historically Themed Public Art  
(Scottdale, PA)  
Source: T&B Planning, Inc.



Historically Themed Mural  
(Saint Marys, PA)  
Source: T&B Planning, Inc.



### Take Action:

1. Identify the Action Leader(s) who will lead the following steps.
2. Determine what types of displays would be appropriate for Philipsburg. Typical display types include signs, monuments, public art, and murals.
3. Interpretive display programs can be implemented informally as opportunities arise, or they can be strategically planned. Determine if a professionally-prepared program is needed or if an interpretive display program can be sufficiently accomplished as opportunities arise and/or with volunteer labor. Landscape architects, marketing/promotion professionals, and sign designers are often skilled at developing such programs. (Funding would be needed to cover the costs of their services.)
4. Establish a general theme for the program. It is recommended that the interpretive display program focus on the stories and memories of Philipsburg's authentic past to convey the sense of community that once existed and continues to be strong. Place emphasis on the theme of "community, then and now."
5. If a professionally-prepared interpretive display program is desired, seek funding to hire the professional; then follow the steps outlined in the program once it is prepared. If a more informal program will be pursued, consider the remaining steps 6 – 17.
6. Determine potential display locations. It is not the intent to overbear the community with interpretive displays, but rather to develop a program that is subtle yet noticeable and provides insight into Philipsburg's history. Good location candidates include those that are frequently in view of the public. Examples include outdoor civic spaces such as parks, yard areas of government buildings, visitor destinations, and in the commercial core where there are the highest levels of foot and vehicles traveling at 35 mph or less. Consider the following criteria as well:
  - Locations where historic buildings, blocks, spaces, or events would be more appreciated if their histories were explained.
  - Locations that would not be prone to a high risk of vandalism or other damage.
  - Locations where the property owner(s) is willing to host a display.
  - Locations where the display would get enough public visibility to make its installation and maintenance be cost-effective.
7. Narrow down the potential display locations to those that have the highest priority and significance, and determine the type of display that would be most appropriate for each location.

- For displays on Borough property, speak with the Borough Manager to understand the approval process. The Borough will need to approve the design, style, size, and placement locations.
  - For displays on private property, contact property owners and assess their level of interest in placing a display on their land. Property owner permission is required.
8. The placement and size of most signs, monuments, and art displays in the Borough are regulated by the Philipsburg Borough Zoning Ordinance. Discuss zoning requirements with the Borough Manager and clearly understand any limitations that will be imposed. Also clearly understand the approval process that will be required to obtain a permit for installation.
9. If signs or monuments will be used, identify companies that manufacture interpretive signs and monuments. Companies that have experience manufacturing these types of interpretive displays will be more helpful and knowledgeable than companies that have not produced these types of displays. Local companies with a vested interest in the greater Philipsburg area would also be a good choice. Inquire about the cost, materials, sizes, stock designs, and custom types of displays available.
10. If signs are used, they should have a consistent style and format (in most cases) so that they can be visually recognized as a collection. Consider the following:
- Use a combination of text and graphics in a simple design.
  - Write text at an appropriate reading level--usually between a 7th and 9th grade level. Avoid using jargon or technical terms.
  - Use short sentences and paragraphs. Do not overload the reader with information. Do not crowd text and graphics.
  - Include vivid language and active verbs to draw excitement for Philipsburg's history.
11. If public art is used, determine:
- the display criteria (cost, size, materials (must be weather resistant, durable, and maintenance-free);
  - the types of acceptable displays (statue, mosaic, mural, abstract art piece, display of salvaged historical item, or other type);
  - how selection will occur:
    - i. Closed selection: an artist is contacted to design a specific piece or a person/ organization is contacted (such as a collector or local industry) that may have a large, weather-resistant historical item that could be displayed.

- ii. Art Competition: a formal art competition is organized to solicit ideas for the display.
- If the art display will be purchased or donated.
- Example Programs and Resources:
  - i. City of Philadelphia Mural Arts Program (<http://muralarts.org/>)
  - ii. Borough of State College, Centre County, PA
  - iii. Borough of Millheim, Centre County, PA
  - iv. City of Lock Haven, Clinton County, PA
  - v. Mural Design Approval Guidelines: Search the internet for the most current and suitable. The San Francisco Arts Commission has theirs posted online at [www.sfartscommission.org/pubartcollection/documents/pa05-mural-guidelines/](http://www.sfartscommission.org/pubartcollection/documents/pa05-mural-guidelines/).
  - vi. Specifications and Process: Important aspects to consider when undertaking a mural project are well defined by Grand Rapids, MI, Visual Arts Commission. This document defines ownership of the artwork, compatibility with the building and its surroundings, and the importance of protecting architectural elements. Access to this information is available online at: [www.cedar-rapids.org/government/boardsandcommissions/artsandentertainment/visualartscommission/Documents/guidelines-murals.pdf](http://www.cedar-rapids.org/government/boardsandcommissions/artsandentertainment/visualartscommission/Documents/guidelines-murals.pdf)
  - vii. Postcards From the Past: Salisbury, NC represents one of many examples of this art form undertaken to enhance a blank wall at a heavily traveled intersection. Unlike the mural art described above this form uses old photo images of the municipality digitally printed on awning/boat canvas (not vinyl) using UV solvent based inks. The images are printed as large as five feet by eight feet and are mounted on a frame that is in turn mounted on the exterior of a wall. The entire system is done in such a way that it does not adversely impact the integrity of the building wall and permits changes to the images as they become worn from exposure to the weather. Actual images can be taken from old post card collections and are selected by a local committee of interested volunteers. More information on this community's effort to mesh history and art can be found online at [www.downtownsalisburync.com/play/historyarttrail](http://www.downtownsalisburync.com/play/historyarttrail).
  - viii. Lumber Heritage Area and Pennsylvania Wilds Region – both Lumber Heritage and Pennsylvania Wilds may have resources

available for public art projects (see page 28 for more information).

12. If community input is desired on the displays, determine the best way to do so. Ideas include obtaining idea submissions from the public and informal voting on possible displays (via a website or in school classrooms). This step, if done correctly, can actively engage the public and broaden community awareness of the interpretive program.
13. Discuss design, construction, and installation logistics and costs with the designer of each sign series, monument, public art display, and/or mural. Consider durability, cost, colors, text, graphics, placement, surrounding context, overall attractiveness, and effectiveness of the display's ability to interpret Philipsburg's history. If signs are used, design them to be mounted at an appropriate height and angle for comfortable viewing for their intended audiences.
14. Once a cost range is determined, secure sources of funding. The displays can be constructed one at a time to reduce the amount of initial funding needed. Continue to seek out funding to complete other monument displays over time. (Sponsorships are generally not recommended for interpretive displays because it is not good practice to place advertising on a permanent display.)
15. Contact the Borough Manager and proceed with any permit applications and processes necessary to obtain approval. Based on the locations chosen, be clear about who will own and maintain the displays after installation. If they are located on private property, an easement may be required from the property owner if the property owner does not own the display. Confirm who will be responsible for conducting maintenance. If maintenance cannot be assured, it is better to not have a display at all than to have one in poor repair.
16. Once approvals have been granted and funding has been secured, proceed with construction and installation.
17. Once installed, there will be some level of maintenance required. If an interpretive display becomes damaged or vandalized, conduct repairs as quickly as possible. It is important that the interpretive displays convey a positive image of Philipsburg. Respect for the display's content can be shown by its level of maintenance.

## IV. ACTION PLAN

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### Action 1.6:

**Work with the Pennsylvania Historical and Museum Commission (PHMC) to ensure that the PHMC's Cultural Resources Geographic Information System (CRGIS) database is updated to identify the correct boundaries and nomination records for the Philipsburg National Register Historic District.**

#### Background:

An application to designate Philipsburg's commercial district as a National Register Historic District was submitted to the PHMC in 1981, but denied. In 1999, a second application with a larger geographic area was submitted to the PHMC, found to be acceptable, and nominated for inclusion on the National Register of Historic Places. The nomination was subsequently approved by the National Park Service. The PHMC houses a state-wide database of historic resources, called the Cultural Resources Geographic Information System (CRGIS). As a result of two Historic District applications being filed with the PHMC (one in 1981 but denied and another in 1999 and approved), the CRGIS database contains overlapping information from both the 1981 application and the 1999 application. This creates some confusion in the database regarding the approved geographic limits and contents of the National Register Historic District. It is recommended that any and all conflicting and overlapping information be updated for clarity. The CRGIS is available for public access via the internet.

#### Take Action:

1. Designate the Action Leader(s) who will lead the following steps.
2. Contact the PHMC and request that information be updated to reflect the current status of the nomination.

*Note: As a result of the research conducted to prepare this Historic Preservation Plan, and consultation with PHMC, this action was completed by PHMC staff in July 2010. The correct nomination information is now displayed in CRGIS.*



## IV. ACTION PLAN

### Goal 2

#### **Increase Heritage Tourism Activity in and around Philipsburg**

Philipsburg has been known for more than a century as the crossroads of Central Pennsylvania. Transportation by footpath, road/highway, and railroad has been a significant contributor to the community's development history. Today, Philipsburg continues to be a spoke-wheel of transportation corridors.

Philipsburg has enjoyed some heritage tourism success, but more people drive through the community than stop to visit. One of the challenges that Philipsburg faces is how to entice more pass-through traffic to stop (even if brief) and spend time in the Borough. Additionally, Philipsburg is not well branded in tourism marketing materials. Increased tourism would assist in strengthening the local economy and would augment activity in outdoor spaces, such as on sidewalks, in parks, and in other public gathering areas.

Although historic preservation alone will not stabilize Philipsburg's economy, it can make several positive contributions to a strategy for economic diversity and competitiveness. Philipsburg's historic character is one that is attractive to heritage tourists as well as businesses seeking to capitalize on the tourism market. Through heritage tourism and associated spending on local goods and services, tourism can help improve business profitability and reverse trends of economic decline.

# IV. ACTION PLAN

<b>Action 2.1:</b>	<b>Place wayfinding signs on primary travel routes that direct potential visitors to the historic commercial district for dining, shopping, and other convenience activities.</b>
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**Background:** Many vehicles pass through Philipsburg each day, primarily via Centre Street and Presqueisle Street. When approaching Philipsburg by these routes, travelers completely bypass the commercial core of the National Register Historic District, including North Front Street, which serves as Philipsburg’s downtown “main street.” Because there is insufficient and ineffective signage directing travelers to North Front Street, there is little to recognition by the passers-by that the downtown area exists and that it is worthy of visiting. Additionally, North Front Street is one-directional, making it inconvenient (and often confusing) for visitors approaching by vehicle from the south. By adding strategically placed signs that direct pass-through traffic to the commercial core, it is likely that more visitors will patron the historic commercial district. With more visitors, consumer-based businesses will likely experience an increase in revenue. Revitalization of an historic downtown is usually expedited when it experiences an increase in visitation.

**Examples:**



Directional Sign  
(Woodland, CA)



Directional Sign  
(Lancaster, PA)

Source: Historic Woodland Downtown Business Assoc. Source: T&B Planning, Inc.

#### Take Action:

1. Identify the Action Leader(s) who will lead the following steps.
2. Drive each major roadway route leading to Philipsburg, particularly Centre Street and Presqueisle Street. Determine the most logical route that an unfamiliar traveler should take to reach North Front Street as they approach, taking into consideration that North Front Street is limited to one-directional traffic. Directional signs to Historic Downtown Philipsburg should be placed at key decision points where a driver needs to know if they should continue straight or make a turn. If possible, photograph the potential locations and/or mark them on a street map. (When taking photographs from a vehicle, it is best to photograph as a passenger so that the driver can focus on safety.)
3. Contact the Borough Manager to discuss the potential signage locations. It is very important to identify if the locations are in Pennsylvania Department of Transportation (PennDOT) right-of-way, Borough right-of-way, or other public or privately owned lands. This information will have a significant bearing on how to proceed. (Note that if locations are selected outside of the Borough limits, the approval process will be governed by those jurisdictions, not Philipsburg.)
4. North and South Centre Streets, Presqueisle Street, Railroad Street, South Front Street between Presqueisle Street and West Maple Street, and Maple Street west of South Front Street are PennDOT State Routes. If signs are desired in any PennDOT-owned right of way, coordinate signage as part of PennDOT's "Pennsylvania Wilds Signing Region." Consult the *Regional Wayfinding Signing System Guidelines* prepared by PennDOT and the PA Tourism Signing Trust for information.<sup>45</sup>
5. If signs are desired outside of PennDOT right-of-way, proceed with the remaining Steps 6 to 15.
6. Contact the Borough Manager and identify any regulatory limitations or restrictions regarding the placement of directional signs in the Borough's public right-of-way, or on other publicly or privately owned lands. Clearly understand the level of Borough involvement and the approval process that will be needed in regards to sign design, installation, and maintenance. The Borough will likely need to approve the sign design, style, size, colors, and placement locations.
7. Determine what is most important about the sign's design and materials. Consider durability, visibility, cost, colors, text content, and size. The signs should not be overbearing in size, but should be noticeable from a moving

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<sup>45</sup> Pennsylvania Department of Transportation, "Statewide Wayfinding Program Guidelines," June 2008, <http://www.pennsylvania.interstatelogs.com/state/images/RegionalWayfindingGuidelines2008.pdf>. (<http://www.pennsylvania.interstatelogs.com/state/home.aspx>).

vehicle on the roadway. It is recommended that the signs simply read as follows, with white or light colored lettering on a darker background.

Historic Downtown  
Philipsburg  
(orient a directional arrow)

8. Identify sign manufacturing companies to assist with sign design and fabrication. Inquire about the cost, materials, sizes, design styles, and mounting methods.
9. Once a cost range is determined, seek sources of funding. If funding is not available for all of the signs, consider purchasing the signs in stages or not marking every intersection to reduce the initial cost. Continue to seek out funding to complete the project over time.
10. Finalize selection of the sign manufacturing company and work with them to prepare the final sign design.
11. Secure any necessary approvals from Philipsburg Borough and/or the owners of the properties where signs will be placed to allow sign installation.
12. Once a sign design is finalized and all necessary approvals are granted, verify the final pricing to purchase the signs. Place the order.
13. Coordinate sign installation with Philipsburg Borough.
14. Once installed, maintenance of the signs should be very minimal. Sign materials selected for durability will not require much maintenance. However, if a sign becomes damaged or vandalized, repair or remove and replace the sign as quickly as possible.
15. If directing visitors to Historic Downtown Philipsburg is problematic due to North Front Street being limited to one-directional traffic, consider working with the Borough and PennDOT to evaluate if the roadway can be changed to two-directional traffic.

## IV. ACTION PLAN

### Action 2.2:

**Implement a branding campaign for all literature and promotional materials.**

#### Background:

Philipsburg does not have a strong branding image. This was recognized in the Philipsburg Elm Street Plan as well. An important aspect of marketing Philipsburg as a destination for visitors is to build a reputation around the authenticity of Philipsburg's community character. A symbol or "brand" for Philipsburg will set it apart from other communities and give Philipsburg an identity for potential visitors. Developing a logo or image is typically a critical component of any destination marketing campaign. By repeatedly using the image, people will begin to associate it with Philipsburg.

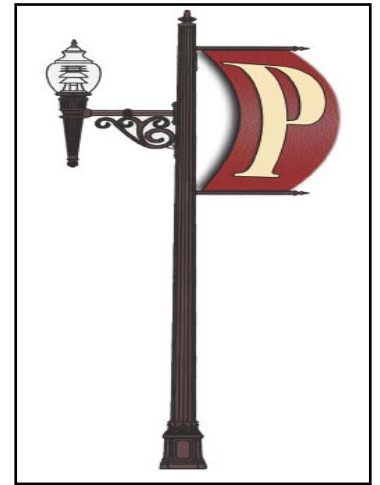
#### Take Action:

1. Identify the Action Leader(s) who will lead the following steps.

2. Professional marketing companies advise communities not to *create* a brand, but to *discover* a brand by conveying an honest image of the destination. For this reason, and because the Philipsburg Revitalization Corporation is already using the downtown street lamp in their imagery, this Plan recommends that it continued to be used in its present form, or that a variation of that design be used.



**Existing Design**



**Example of a Variation**

3. If the streetlamp design is not preferred, select another design theme.
4. Work with a graphic designer to prepare the image in professional quality. Decide if a professional marketing company should be used, or if less expensive or volunteer labor is available.
5. Work with the designer to select a format and design that is adaptable to a variety of formats. For example, color vs. black and white printing; small vs. large sizes; stand-alone image vs. combined with text; print media vs. digital media. The goal is to create a consistent look for each sector of usage.
6. Work with the graphic designer to develop guidelines for all applications of the logo's usage.



## **IV. ACTION PLAN**

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### **Action 2.2**

7. Make the logo available for use by acceptable parties. Convert the digital file to a .PDF format for ease of use by others.
8. Consider other opportunities for branding. For example, promoting Philipsburg as a “Preserve America Community” conveys an authentic image and “brand” for the experience that a visitor will have when they spend time in the community. Use of “Preserve America Community” in promotional materials is encouraged.

## IV. ACTION PLAN

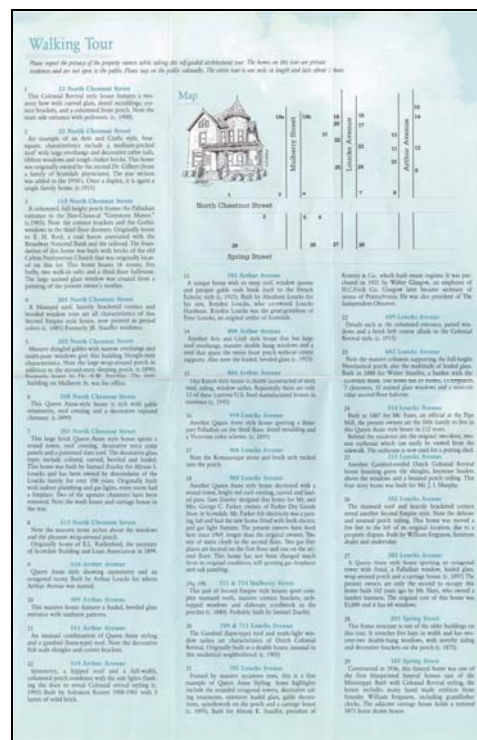
### Action 2.3:

**Publish an updated walking tour brochure and map that is branded, timeless (or requires minimal updating), and of professional quality.**

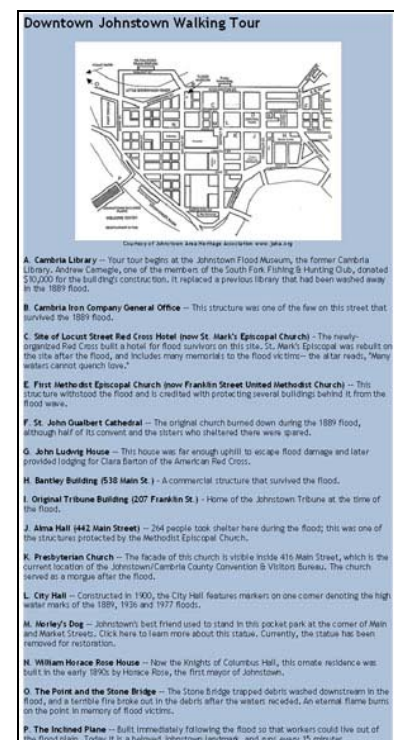
### Background:

Philipsburg has two self-guided walking tours posted on the Philipsburg Revitalization Corporation's website, which were created by members of the Philipsburg Main Street Program Design Committee. The existing walking tours are for North Front Street and Residential Homes in the town, and consist of text only. It is recommended that these tours be recreated as professionally-prepared pamphlets or brochures, and be both printed and available on the Borough's website. An engaging walking tour brochure with an accompanying map, illustrations, and photos will orient visitors and help them to develop a deeper understanding of the town's history and historic resources. The tours can be simple with historical information about a few sites, or can be more elaborate with detailed information about many sites. Ultimately, walking routes should pass through substantial portions of the National Register Historic District and branch off to other places of historic significance in the greater Philipsburg area. A more in-depth guide could also be used as part of volunteer-led, organized walking tours during warm months of the year (see Action 2.4).

### Examples:



**Detailed Home Walking Tour**  
(Scottsdale, PA)  
Source: Scottsdale Fall Festival History Committee



**Simple Walking Tour**  
(Johnstown, PA)  
Source: Johnstown Area Heritage Association

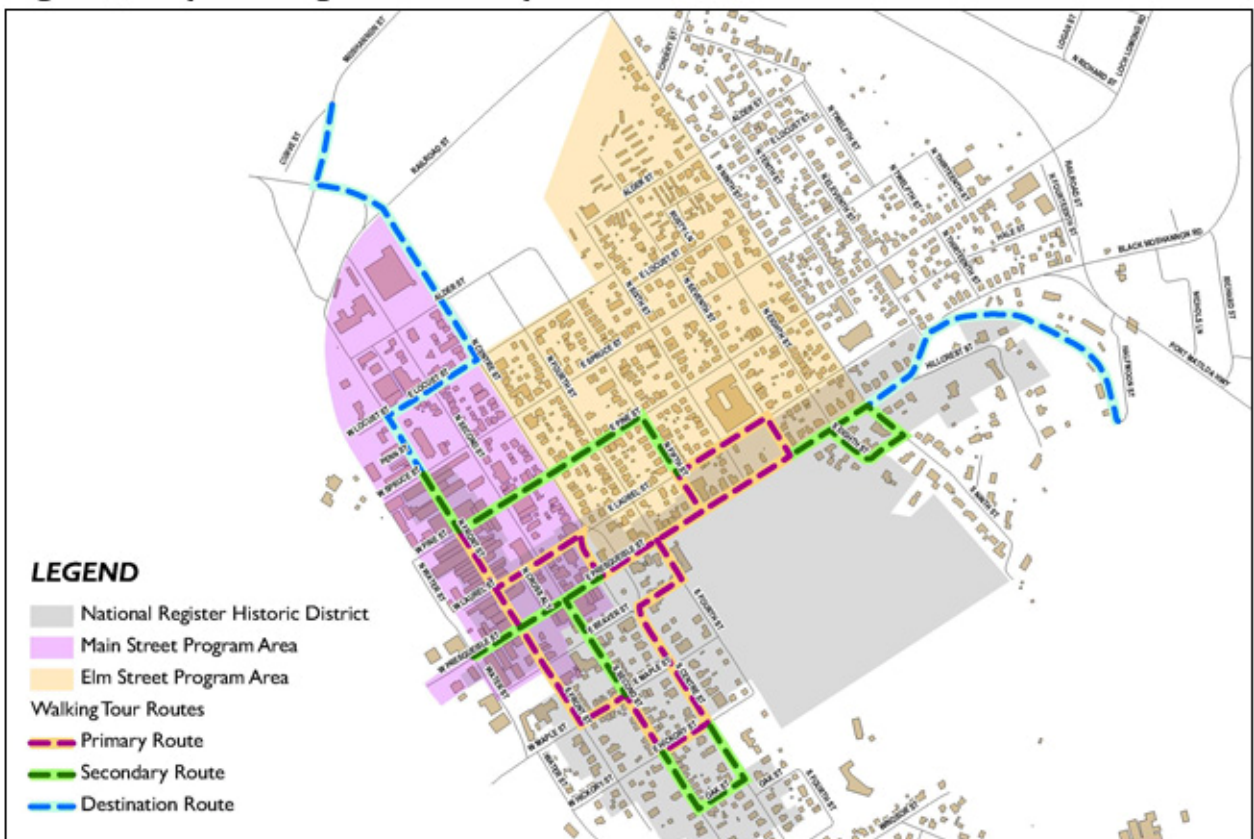
## IV. ACTION PLAN

### Action 2.3

#### Take Action:

1. Identify the Action Leader(s) who will lead the following steps.
2. Review the existing walking tour information and determine its strengths and weaknesses. Review walking tour brochures from other communities for comparative examples.
3. Obtain a map of the Philipsburg National Register Historic District (see Figure 1). Identify locations of key historic buildings and sites throughout the Philipsburg National Register Historic District that would have interest to a visitor. Typically, such buildings and sites draw interest either by their architectural style, association with an important historical figure or event, or current use.
4. Determine a walking route between the identified locations and identify a primary route. Ensure that the primary path of travel is safe and comfortable for a pedestrian. The walking tour brochure should be focused on the primary route. However, it would also be advantageous to identify secondary routes, including one through the Philipsburg Elm Street District, as well as pedestrian routes to key destinations outside of the town core, such as the Screw Factory Monument and Cold Stream Dam. (Action 3.1 in this Plan discusses streetscape improvements along roadways targeted for pedestrian use by visitors and residents.)

Figure 5, Sample Walking Tour Route Map



5. Avoid routing pedestrians to alleys or spaces with compromised safety, to areas with high traffic volumes that lack sidewalks and crosswalks, or along routes where the visitor experience may be diminished. If possible, identify a continuous route that avoids multiple back-tracks.
6. Determine who will design the brochure layout, text, and graphics. Professional designers may be considered, as well as a capable volunteer. If a professional is used, funding will be required to pay for their services.
7. Working with the graphic designer, determine a format for the walking tour brochure. It is recommended that the brochure be designed for the dual purpose of hard-copy printing and website posting and focus on the primary route (see Figure 5, *Sample Walking Tour Route Map*). Before a design style is selected for the brochure, establish general logistics for hard copy printing and website posting.
  - Paper Copies: It is recommended that paper copies of the brochure be printed by a professional printing company. Contact printing companies and inquire about paper stocks, sizes, folds, quantities, and pricing. The paper quality, number of colors, and number of folds will affect the price.
  - Electronic Copies: It is recommended that the brochure be available in electronic format. Determine how it will be distributed: e-mail, website posting, social media pages, etc. Establish general size parameters so that it can be printed from a website.
8. Prepare the text that will be included in the brochure. Be sure that the text is timeless (meaning, it will stay current and not need frequent updating). Provide enough information to make the walking tour interesting but not overwhelm the reader with too much information or facts unrelated to Philipsburg's history. Focus content on the general history of Philipsburg or a historic theme, such as architecture, community then and now, or "Philipsburg's Firsts and One Second" (see page 12), for example.
9. Work with the graphic designer to prepare the brochure format and layout. Carefully edit the text so that it integrates well with the map and any graphic images. Use the logo developed as part of Action 2.2, if it is available. Conduct very careful final editing.
10. Secure funding to cover printing costs.
11. Coordinate with the printing company. Order printed walking tours.
12. Determine where printed copies will be made available. Consider local venues that attract visitors. Create a .PDF electronic version and upload it to appropriate websites and media sites, and/or distribute by e-mail as desired.

## IV. ACTION PLAN

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### Action 2.4:

**Continue to promote and support historical-based celebrations, such as the annual Heritage Days festival. Add additional event programming in Philipsburg, including those that showcase historic architectural interiors and those that include activities in parks and recreation areas.**

#### Background:

Philipsburg is located in the Lumber Heritage Region and along the edge of The Pennsylvania Wilds, two successful regional heritage tourism initiatives. As such, heritage-based tourism in Central Pennsylvania has seen an increase in the past decade. Philipsburg is strategically located at the crossroads of several major roadways and is a short drive from other communities, regional roadway corridors, and visitor destinations that attract heritage tourists, particularly Black Moshannon State Park.

One way to increase tourism to Philipsburg is to draw visitors who are already coming to the region. A significant heritage tourism draw is special events. There are several local events that celebrate Philipsburg's history and heritage. Among these is the annual Heritage Days Festival. By celebrating history, heritage, and historic preservation in festive ways, visitation can be increased. Additionally, special events with a history or heritage component can improve public perception about Philipsburg's buildings and their historical significance. For this reason, existing events should continue to be supported and promoted and additional events should be considered.

There is a significant opportunity in Philipsburg for additional event programming associated with architectural interiors. Although much of Philipsburg's history can be appreciated by looking at the exterior of historic structures, there is an untapped opportunity to elevate the appreciation of buildings by making their interiors accessible for public viewing. Although the trustees of the Philipsburg Historical Foundation staff the local museum for two hours on Sundays year-round and staff the Simler House and Old Mud Church for two hours on Sundays between Memorial Day and Labor Day, the limited accessibility can be a deterrent to visitation. With cooperation by the owners of historic buildings having impressive interiors, particularly the local churches, Philipsburg could be even more of a visitor destination draw.

Event programming also could be improved at local parks and recreation areas. Long-time residents of Philipsburg have fond memories of parks, playgrounds, and recreation opportunities that were once available at the Cold Stream Dam, including swimming. Due to their connection with local history, it is recommended that special events be considered in these locations.



#### Take Action:

1. Identify the Action Leader(s) who will lead the following steps. Because there are three specific recommendation items specified for this Action, there may be the need for more than one leader.
2. Review the Philipsburg event calendar, available on the Philipsburg Revitalization Corporation's website. Determine how many events and activities occur each year that include a heritage, history, or historic preservation component. For a community the size of Philipsburg with its number of historic assets, special events should occur on at least 12 days per calendar year.
3. Contact the organizers of existing events and discuss their programming needs. Determine how the events could be better supported or advertised. Proceed with addressing the needs accordingly.
4. Contact the Philipsburg Historical Foundation. Determine their schedule and volunteer capacity for staffing the Simler House, Union (Old Mud) Church, and other historical sites.
5. Review the schedules and activity types to determine what additional opportunities exist for expanded programming, particularly programs that would allow public access to the interiors of architecturally significant historic buildings or activate recreation areas with ties to local history. Three specific items are recommended:
  - public access to church interiors on a periodic basis;
  - historic home tours on an annual basis; and
  - periodic activities at outdoor recreation sites.

\*\* These three items are not to preclude other ideas from being developed.

#### Church Interiors

6. Contact church leaders and assess their interest in participating in programs that allow the church interiors to be showcased to visitors. Convene a meeting of interested church leaders to discuss logistics of the program. Programming options may include:
  - Open houses/tours of architectural interiors.
  - Hosting special events or community events.
  - Advertising regularly scheduled services to potential tourism visitors.
  - Conducting special programming about church history during National Preservation Month (May) of each year.

\*\* Help with additional ideas may be available from the Partners for Sacred Places program called New Dollars/New Partners. The program provides community-based fundraising training and assistance to congregations who own historic religious buildings ([www.sacredplaces.org](http://www.sacredplaces.org)).

7. Determine if a fee will be charged for tours and special events. Although organizing a ticketing program and depositing collected fees requires more organization and coordination, it can be a small source of additional income for the participating congregations to help with building maintenance. A donation system can also be considered. Keeping Philipsburg's historically significant religious properties in good repair is important to overall community character.
8. Once a program has been decided upon, engage volunteers to assist with its implementation (see Action 4.1).
9. Promote the events through advertising to Philipsburg residents and potential visitors from outside of the community (see Action 2.6).

#### Residential Interiors

10. Contact the organizers of home tours in other communities and ask about their programs and structure. Using this information, determine a structure that may work in Philipsburg for the organization of an annual home tour.
11. Contact the owners of architecturally significant historic homes and assess their interest in participating in a home tour. Different homes should be selected from year to year. Convene a meeting of interested owners to discuss logistics of the program, including schedule, cost, participation requirements, and security. Typically, annual home tours occur over the course of one day, from mid-morning to late afternoon.
12. Determine the fee that will be charged for tours. The organization hosting the home tour can use the profits to fund historic preservation projects in the community, or to fund worthy projects, such as undertakings of the Philipsburg Historical Foundation.
13. Advertise the home tour to a wide audience. Sell advance tickets, organize volunteers, and administer the tours.

#### Parks and Recreation Area Programming

14. Determine the possibility of conducting a special event with history or heritage programming at Cold Stream Dam. Contact the Borough Manager regarding the requirements and restrictions of conducting an event at the dam site.

15. Although there seems to be interest in making improvements and water quality enhancements at the dam to recreate at a lakeside beach and/or allow swimming, it will be many years until that can be done. In the meantime, develop a program to increase activity levels by conducting one or more annual special events at Cold Stream Dam. Ideas that have been offered include a founder's day picnic, a "Festival of Firsts" to celebrate the historical events described on Page 12 of this Plan, or a water-oriented fundraising event such as a toy boat or rubber duck race.
16. Consider other possible programs at recreation sites or locations of former neighborhood parks and playgrounds. Such programs may include educational talks about history or heritage, with contributions by long-time residents who have memories to share about the location.
17. Advertise the events to a wide audience, including Philipsburg residents and potential visitors from outside of the community.
18. If proceeds are generated from any of the events, use them for the benefit of a local historic preservation project or program.

## IV. ACTION PLAN

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### Action 2.5:

**Convene an annual meeting involving all the major historic attractions in the greater Philipsburg area to develop annual themes and overall coordination among programs and events.**

#### Background:

This Action is related to Action 2.4. Considering the number and variety of events and programs that occur and may be planned to occur in and around the greater Philipsburg area related to heritage, history, or historic preservation, it would be advantageous to coordinate efforts. Currently, the efforts of various groups are not strongly coordinated. A lack of coordination can diminish effectiveness and dilute individual efforts and volunteer capacity. Additionally, smaller events and programs can become overshadowed by larger ones.

Having all stakeholders in the greater Philipsburg area that benefit from increased heritage tourism work together can benefit all involved parties through the coordination of advertising, scheduling, and strategy development. The goal is to expand tourist visitation by highlighting local history and local heritage resources as a collection, not as individual sites or individual programs and events. An annual meeting will help to coordinate efforts and set forth a strategy to attract visitors who will likely visit most of Philipsburg's attractions in a single day visit.

#### Take Action:

1. Designate the Action Leader(s) who will lead the following steps. It is recommended that the Leader(s) be the same as for Action 2.4.
2. Identify stakeholders that should be invited to an annual coordination meeting. Compile a list of the names, contact information, and the group or organization to which they are affiliated.
3. Secure meeting space and select a meeting date and time. It is recommended that the meeting occur in the winter months, during which event programming for the upcoming tourist season is being developed.
4. Schedule the meeting and invite stakeholders in the greater Philipsburg area that have a vested interest in participating; these include businesses and organizations that would benefit from heritage tourism or that host events related to heritage, history, architecture, or historic preservation.
5. Request that meeting attendees be prepared for the meeting by bringing a list of their organization's event dates (if known), list of volunteer needs, advertising needs, and other information.

6. Host the meeting. Agenda items can include:
  - Introductions and network building.
  - Event schedule for the upcoming year, recognizing regional events and events in nearby communities (like Penn State football games) that will draw large numbers of visitors into the region. Discuss ways to capitalize on these opportunities.
  - Advertising needs and potential for joint advertising.
  - Volunteer needs and ways to solicit volunteers.
  - Opportunities to cross-market, recognizing that most visitors to Philipsburg will visit multiple locations on a single day.
  - Ideas for creating a marketing theme or strategy. Focus on the experience of Philipsburg and its unique and authentic collection of buildings and celebratory events.
7. Prepare meeting notes and distribute notes to meeting attendees after the meeting. Follow up on ideas and suggestions and help ongoing coordination among the stakeholders throughout the year.



## IV. ACTION PLAN

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### Action 2.6:

**Increase web-based presence. Develop additional tourist/informational materials and post them on websites as downloadable documents.**

#### Background:

Compared to other media, the Internet is a low cost form of advertising and a good way to promote Philipsburg's assets to a wide audience. The Philipsburg Revitalization Corporation (PRC) currently maintains a website at [www.philipsburgpa.com](http://www.philipsburgpa.com). Among other information, the site includes an overview of Philipsburg's history, a list of businesses, an event calendar, and several downloadable documents such as the current version of the walking tour and visitors' guide. Expanded use of this site, including the addition of updated guides and maps, in addition to expanding web-based presence on other sites, would assist in encouraging tourism in and around Philipsburg. When making travel plans, most people plan ahead by looking for information on the Internet (lodging and dining choices, activities, events, recreation opportunities, etc.) This expectation requires that information about Philipsburg and the reasons to visit have a strong web presence.

#### Take Action:

1. Designate the Action Leader to be responsible for leading the following steps.
2. Because most new visitors will search for heritage tourism information using an Internet search engine (Google, Yahoo, MSN, etc.), conduct search engine queries for "Philipsburg," "Philipsburg Tourism," "Philipsburg History" and other combinations of terms that a potential visitor may use. An evaluation of the search results will provide a good indication as to how much information can be easily found on the Internet.
3. Review the websites that were populated in the search quarry, as well as other websites where information about Philipsburg is likely to be posted. [www.VisitPA.com](http://www.VisitPA.com) is the Commonwealth of Pennsylvania's primary tourism site.
4. After reviewing the websites, determine if the information presented is enticing to a visitor and what additional information would be helpful. Consider the following from the potential visitor's perspective:
  - Is Philipsburg portrayed in a positive light?
  - Does the information encourage me to visit?
  - Do I know how to get there? What to do once I arrive? What attractions are available? Where can I dine out and stay overnight? Do I need any advance reservations or preparation? Are there any special events taking place?

- Is the information I wish to print available on this website for printing?
  - What other attractions are available in the region?
5. Work with the PRC to develop content for its website that may be needed by a visitor. Of particular importance are downloadable and printable maps and brochures, including statements of distance from regional roadways and other attractions in the region. If possible, provide links to other websites where more information may be found.
  6. Identify other websites that would be good candidates for including information about Philipsburg or that could include a link to the PRC website. Consider nearby communities, tourism promotion sites, the regional Lumber Heritage Region and Pennsylvania Wilds initiatives, and nearby colleges and universities. Contact these organizations and assess their willingness to add information on their websites. Determine what information they would and would not be willing to post, including static information and information that requires periodic updating, such as announcements of special events. Provide the information necessary.
  7. Maintain a list of websites that post information about Philipsburg that needs periodic updating. Check these websites on a regular basis and provide updated information as warranted.
  8. Periodically evaluate printed marketing/advertisement materials and balance the need for printed material with material available on the Internet in electronic formats. While not everyone has access to the Internet, with increased opportunities to advertise Philipsburg and local events via the Internet, the need for printed advertisements may be reduced. Advertisements in other media (newspapers, tourism brochures, etc.) can be changed to a smaller format, directing people to the PRC website or other websites for more information. Websites can contain much more information than any printed advertisement.

### Goal 3

#### **Safeguard Philipsburg's Authentic Character by Encouraging Pride of Ownership and Preserving Character-Defining Buildings, Sites, and Features**

Philipsburg's historic resources are in varying degrees of maintenance and repair. Over the years, an array of significant historic buildings have been lost, have fallen into states of disrepair, or have been modified in ways that have diminished their historical architectural integrity and/or appeal. Some of the reasons for the loss and modification of buildings include inadequate maintenance, fires, loss of primary use/necessity, financial impracticality of reuse, and clearing for redevelopment/renewal projects. In addition to the loss of buildings, many neighborhood parks that once functioned as integral parts of the community's historical social fabric have been removed.

Even with the changes and losses that have occurred over time, Philipsburg continues to maintain a stable and historically authentic stock of buildings. The integrity of its commercial main street area (North Front Street) and encompassing National Register Historic District is mostly intact and many buildings stand as exemplary examples of the community's historical period. Many property owners are improving their buildings, but some are not. Owners may not be aware of the historical significance of their properties; may not have the financial, human, or educational resources to conduct appropriate maintenance; and/or are apathetic. The challenge Philipsburg faces is to encourage property owners to keep their assets well-maintained and serving as positive contributors to Philipsburg's community character. Without action, additional losses may occur and incompatible building modifications have the likelihood to occur.

## ACTION PLAN

### Action 3.1:

**Preserve key character-defining community resources in perpetuity and make aesthetic enhancements to streetscapes.**

#### Background:

There are several buildings in Philipsburg Borough that serve as key contributors to the Borough's historic community character. If these buildings are lost or become altered in ways that diminish their historic significance, the Borough would suffer a significant loss of overall historic community character. For this reason, every reasonable effort should be pursued to keep these buildings well-maintained and in good repair. Additionally, it is also important that the streetscapes that surround and lead to these structures be aesthetically pleasing and enhanced with landscaping and other improvements, where feasible (see Figure 6).

Some of Philipsburg's most prominent character-defining resources (in no particular order of importance) are shown in the examples, below.

#### Examples:





## Examples of Philipsburg's Most Prominent Character-Defining Resources



Union Church and Burial Ground



Rowland Theatre



Halehurst



First Presbyterian Church



1 North Front Street



The Philips Hotel



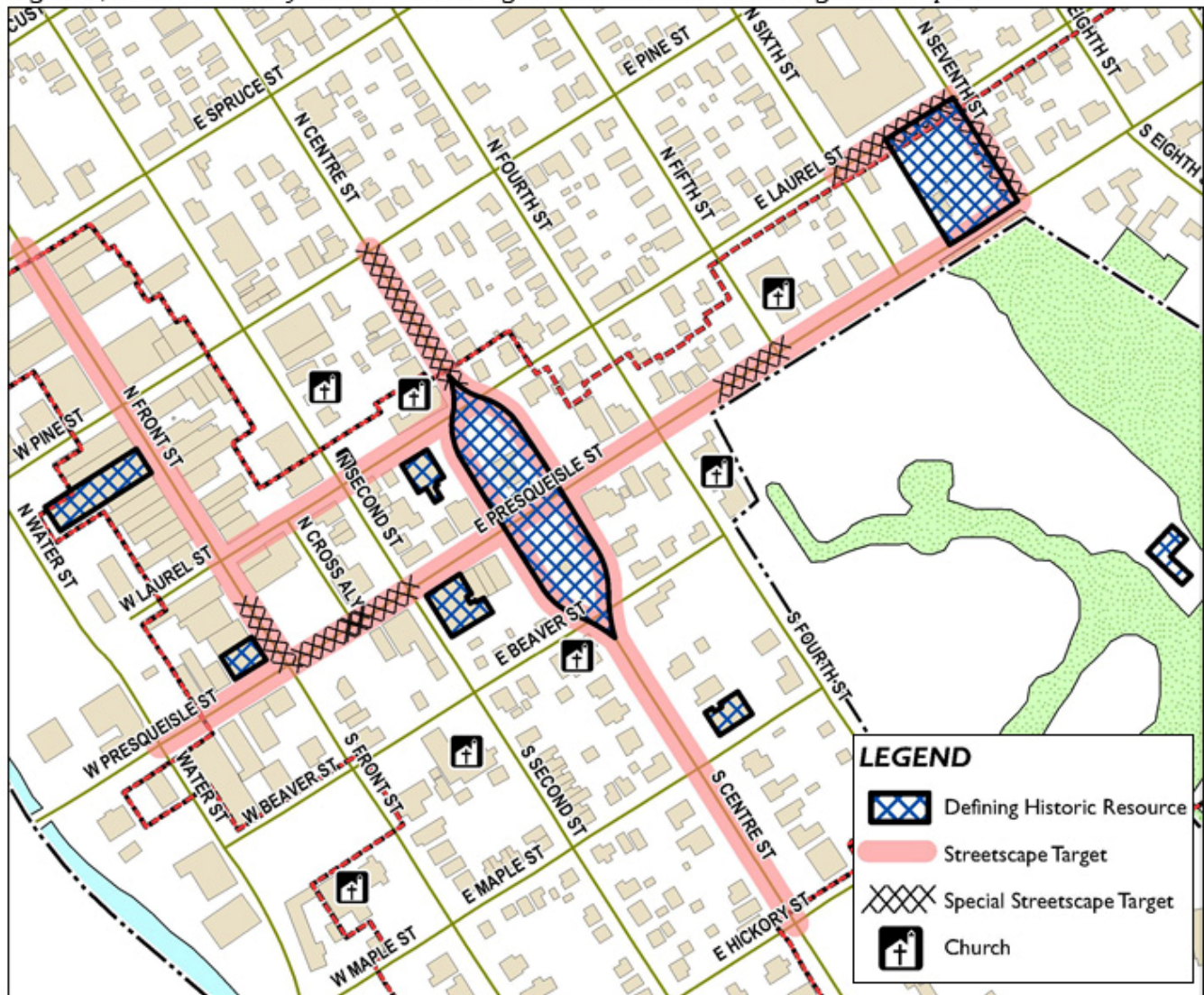
Philipsburg U.S. Post Office



Trinity United Methodist Church



Figure 6, Locations of Key Character-Defining Resources and Surrounding Streetscapes



## Take Action:

### For Buildings

1. Identify the Action Leader(s) who will lead the following steps. There will likely be a different Action Leader for each historic building. The building owner is a logical choice.
2. Conduct an assessment of building condition. If a professional opinion is necessary, contact a structural engineer, architect, or contractor familiar with historic building repair.
3. For buildings that are open to the public and in need of substantial maintenance attention, commission the preparation of a Historic Structure Report focusing specifically on condition assessment, treatment, and preservation/maintenance recommendations. (This is highly recommended

for Philipsburg Borough Hall.) Refer to the National Park Service's Preservation Brief 43, *The Preparation and Use of Historic Structure Reports*.<sup>1</sup>

- A Historic Structure Report provides information about a property's history and existing condition. Broadly recognized as an effective part of preservation planning, a Historic Structure Report also addresses building management and property owner goals for the use or re-use of the property. It provides a thoughtfully considered argument for selecting the most appropriate approach to maintenance and use, prior to the commencement of work. It also outlines a scope of the recommended work. The report serves as an important guide for all changes made to a historic property during repair, rehabilitation, or restoration, as well as other information such as maintenance procedures.<sup>46</sup>
- 4. Identify a list of immediate maintenance needs and emergency corrective measures that are needed to maintain the building's structural integrity. This is the list of repairs that are needed to maintain the health, safety, and welfare of building occupants and the necessary repairs that will stop further rapid deterioration of the building. Evaluate the building's roofs and eaves, foundation, and load bearing walls and joints. Also determine protective measure needed to guard the building against disastrous events such as fires and water damage. Refer to the Building Maintenance Checklist on the following page.
- 5. Obtain a cost estimate to address the immediate maintenance needs.
- 6. Identify funding/financing for the immediate maintenance needs.
- 7. Make repairs, as funding allows, in order to bring the building to an acceptable structural standard. Prioritize repairs that are needed to maintain the building's structural integrity, stop further rapid deterioration of the building, and protect against fires and water damage. Ensure that all repair work respects the historic architectural integrity of the building (see Action 3.2).

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<sup>46</sup> National Park Service Preservation Brief 43. *The Preparation and Use of Historic Structure Reports*.  
<http://www.nps.gov/history/hps/tps/briefs/brief43.htm>.

## **BUILDING MAINTENANCE CHECKLIST**

This checklist provides general guidance during maintenance inspections of Philipsburg's historic buildings. It is not all-inclusive and should not replace a professional evaluation by a structural engineer, building inspector, contractor, or architect. By using this checklist, building owners can identify the most common signs of building deterioration that require attention and maintenance.

### **ROOF, EAVES, AND RAFTERS**

- |                  |                                    |           |
|------------------|------------------------------------|-----------|
| △ Cracks/Splits  | △ Moisture Penetration             | △ Sagging |
| △ Holes          | △ Moss/Vegetation Growth           | △ Warping |
| △ Loose Pieces   | △ Peeling/Blistering Paint (eaves) |           |
| △ Missing Pieces | △ Rust (metal roofs)               |           |

### **FOUNDATION AND BASEMENT**

- |                     |                           |                          |
|---------------------|---------------------------|--------------------------|
| △ Bowing            | △ Crumbling Masonry       | △ Mortar Missing         |
| △ Bulging           | △ Flaking or Soft Masonry | △ Moss/Vegetation Growth |
| △ Cracks in Masonry | △ Mold/Mildew             | △ Water Collection       |

### **EXTERIOR WALLS**

- |                           |                            |                           |
|---------------------------|----------------------------|---------------------------|
| △ Bowing                  | △ Missing/Loose Materials  | △ Leaning/Slanted Walls   |
| △ Bulging                 | △ Mold/Mildew              | △ Water Stains            |
| △ Cracks                  | △ Moss/Vegetation Growth   | △ Warped door surrounds   |
| △ Crumbling Masonry       | △ Peeling/Blistering Paint | △ Warped window surrounds |
| △ Flaking or Soft Masonry | △ Rotted Wood              |                           |

### **WINDOWS AND DOORS**

- |                        |                              |                              |
|------------------------|------------------------------|------------------------------|
| △ Air/Water Leaks      | △ Deteriorated Putty         | △ Loose Frame                |
| △ Broken/Cracked Glass | △ Excessive Condensation     | △ Open Gaps/Joints           |
| △ Decay/Rotting        | △ Ineffective Locks/Security | △ Problems Opening/ Shutting |

### **CHIMNEYS**

- |                     |                           |                           |
|---------------------|---------------------------|---------------------------|
| △ Bowing            | △ Flaking or Soft Masonry | △ Missing/Rusted Flashing |
| △ Bulging           | △ Leaning/Slanted Wall    | △ Sagging                 |
| △ Cracks            | △ Missing/Loose Materials |                           |
| △ Crumbling Masonry | △ Missing/Rusted Cap      |                           |

### **DOWNSPOUTS AND GUTTERS**

- |                      |                |                  |
|----------------------|----------------|------------------|
| △ Clogs              | △ Leaks        | △ Missing Pieces |
| △ Improper Discharge | △ Loose Pieces | △ Rust           |

### **EXTERIOR FEATURES**

- |                             |                          |                       |
|-----------------------------|--------------------------|-----------------------|
| △ Cracked Concrete/Surfaces | △ Unsafe Stairs/Walkways | △ Inadequate Lighting |
| △ Missing Railings/Posts    | △ Cracked/Peeling Paint  |                       |

### **INTERIOR FEATURES**

- |                          |                           |                 |
|--------------------------|---------------------------|-----------------|
| △ Duct Obstructions      | △ Loose/Exposed Wiring    | △ Sewage Backup |
| △ Inadequate Ventilation | △ Plumbing/Water Issues   |                 |
| △ Inoperable Fire Alarms | △ Rodent/Insect Harborage |                 |

8. Prepare a Maintenance Plan and Budget for the building that will direct ongoing repair efforts and associated spending in systematic ways. Regular preventative maintenance is typically more cost effective than large expenditures made on major repairs for problems that could have been prevented by regular maintenance. Consider both annual and longer-term needs.
  - Annual Maintenance: maintenance needs that should occur every year as part of planned maintenance.
  - Long-Term Maintenance: maintenance needs that will be needed over time, including major repairs such as new roofs, HVAC equipment, etc. Budgeting for these items in advance will result in a greater likelihood that monies will be available when needed for repairs.
9. Conduct periodic maintenance inspection surveys. Historic properties should be thoroughly inspected annually to identify any deterioration and maintenance needs. Also inspect prior repair work to ensure that it is holding up. Keep records of inspections so that comparisons can be made to prior inspections. Seek help from experts when needed. Although most deterioration issues can be detected with a visual inspection, others may require a specialist to evaluate, such as mold or rot beneath a visible surface material.

#### For Streetscapes

10. Identify the Action Leader(s) who will lead the following steps. The Borough Manager is a logical choice.
11. Consult Figure 6 on Page 77. Streetscapes highlighted in pink are the areas currently targeted for enhancement and maintenance in order to protect and enhance the historic character of Philipsburg Borough. Cross-hatched streetscapes (Special Target Streetscapes) shown on Figure 6 indicate streetscape segments that are currently threatened by historic character degradation and are in need of attention.
12. Conduct an assessment of streetscape conditions in the public right-of-way. Consider landscaping, lighting, sidewalks, street furniture, visible utilities, signs, curbing, crosswalks and other markings, and the roadway surface itself. Consider how the streetscape either positively or negatively contributes to community character and appeal of adjacent historic structures.
13. Identify a prioritized list of repairs and ongoing maintenance needs and/or develop a Historic District Master Streetscape Plan (see Step 6, below). If a professional opinion is necessary, consult with a landscape architect and/or civil engineer.



14. Cross-reference the prioritized list with any upcoming streetscape work that is already planned or budgeted for by the Borough or PennDOT. Coordinate with the Borough Manager and/or PennDOT to determine if any adjustments could be made to upcoming streetscape projects to improve the historic character of the streetscape.
15. Working with the Borough Manager, develop a Master Streetscape Plan for the Philipsburg National Register Historic District that can be kept on file with the Borough and referred to when future streetscape projects are planned and budgeted. The Streetscape Master Plan should be focused on the target streetscapes shown on Figure 6, but also consider the entire Historic District. Consider landscaping, lighting, sidewalks, street furniture, visible utilities, signs, curbing, crosswalks and other markings, and the roadway surface itself. Assistance of an engineer and/or landscape architect is suggested to develop the Master Streetscape Plan, which should conceptually but comprehensively identify desired streetscape improvements. Hiring of an engineer or landscape architect to prepare a Master Streetscape Plan will require funding to pay for their services.
16. Periodically monitor the Borough's Capital Improvement Plans to ensure that historic character elements are being considered in streetscape plans and bid documents in the Historic District.
17. Identify potential funding sources that could supplement the Borough's budgets for streetscape work to address historically themed elements.
18. Continue working with PennDOT and the Centre County Metropolitan Planning Organization to ensure that they are aware of any improvements that are desired in state rights-of-way. (North and South Centre Streets, Presqueisle Street, Railroad Street, South Front Street between Presqueisle Street and West Maple Street, and Maple Street west of South Front Street are PennDOT State Routes.)



# ACTION PLAN

## Action 3.2:

**Prepare and distribute a building owners' manual and make it available to Philipsburg property owners, particularly owners of historic buildings.**

### Background:

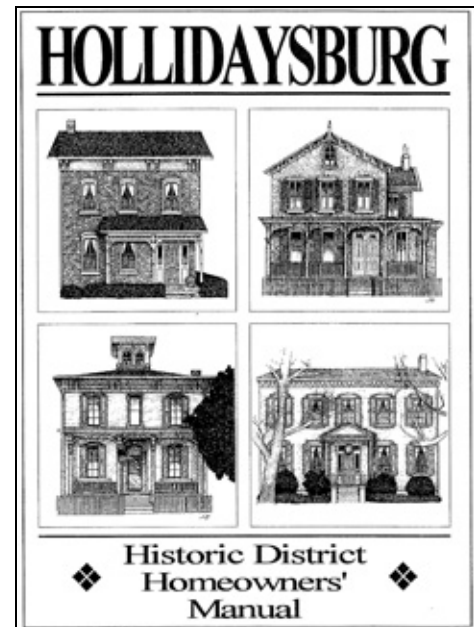
Some of Philipsburg's historic building stock is in a state of disrepair and some buildings have been altered in ways that have diminished their historic architectural significance. Building owners would benefit from having access to easy-to-use information regarding their building's unique features and how to care for them in ways that will enhance property value and improve the historic architectural character of the greater Philipsburg area. Even buildings currently in good repair require ongoing maintenance. A building owners' manual would help owners better appreciate and understand the significance of their structure's architectural style, craftsmanship, and features. The manual would also be a useful tool to owners by supplying information about appropriate maintenance, fire prevention, and other repair techniques.

### Examples:



Windows Design Guidelines  
(Bellefonte, PA)

Source: Bellefonte Borough, PA



Historic District Homeowners' Manual  
(Hollidaysburg, PA)

Prepared by Richard C. Sutter & Associates,  
Inc. 1994

### Take Action:

1. Designate the Action Leader to be responsible for leading the following steps. Ideally, the Action Leader will be the manual's primary author/editor.
2. Identify the manual's author(s)/editor(s), if other than the Action Leader. If professional assistance is needed, consider retaining an architectural historian or other person with extensive experience in historic architectural building design and maintenance as the manual's author/editor.
3. In the absence of, and/or in addition to, a building owners' manual that is specific to the needs and architectural styles present in Philipsburg, there are many helpful resources available on the Internet related to the repair of older buildings. The Action Leader for this task should also be in charge of compiling a list of online resources and making property owners aware of them. Additionally, consider obtaining hard copies of resource documents and making them available for public review at an accessible location, such as Borough Hall or a local library. At a minimum, include:
  - The Design Guidelines for the Downtown Philipsburg Façade Grant Program.
  - The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, & Reconstructing Historic Buildings (see Pages 88-89).<sup>47</sup>
  - The National Park Service's Preservation Briefs (see Page 86).<sup>48</sup>
4. Establish distribution goals and methods of distribution for the building owners' manual. It is anticipated that the manual will be published once, with its content updated infrequently (every +/- 10 years). Consider this when planning for its distribution. Determine the most effective distribution method (paper format, electronic, or a combination of methods), and the costs involved with each.
5. Identify funding sources to cover costs of preparation and publication. Costs will vary widely depending on the document's length, format, and distribution method. Refer to Step 2, above, and also consider any fees that will be charged for professional assistance.
6. Determine the manual's content and format. At a minimum, include information about Philipsburg's historic architectural styles, their significant features, and how to maintain historic buildings in appropriate ways. Also incorporate recommendations from the Downtown Philipsburg Façade Grant Program's Design Guidelines. Review the publication "Guided by Design: A

<sup>47</sup> The Secretary of the Interior's Standards for the Treatment of Historic and Properties with Guidelines can be found online at [http://www.nps.gov/history/hps/tps/standards\\_guidelines.htm](http://www.nps.gov/history/hps/tps/standards_guidelines.htm).

<sup>48</sup> The National Park Service Preservation Briefs can be found online at <http://www.nps.gov/history/hps/tps/briefs/presbhom.htm>.

Manual for Creating Design Guidelines”.<sup>49</sup> Also review design guidelines and building owners’ manuals prepared for other communities to get ideas. Focus on specific recommendations that address the appropriate maintenance, rehabilitation, and new improvements that would preserve and enhance the character and appearance of Philipsburg’s historic buildings.

Sample topics include:

### Architectural Styles

- Whole Building Design
- New Construction
- Renovations
- Additions
- Accessory Structures

### Improvement Categories

- Building Materials (Masonry, Stone, Brickwork, and Wood)
- Windows, Doors, and Shutters
- Porches
- Roofs
- Architectural Features (Columns and Capitals, Roof Balustrades, Woodwork, Chimneys, and More)
- Lighting
- Signage
- Fencing/Gates

Take care to include information that is timeless so that necessary future updates will be infrequent and minimal. Do not include advertisements in the manual.

7. Establish what materials will be used for printing and distribution: color copies, black and white copies, electronic media only, or other. Take costs into consideration. The materials and distribution method will have a bearing on the document’s format.
8. After final decisions have been made about content and format, prepare the copy and conduct editing. Include illustrations. Text without graphic examples will be much less effective.
9. If the manual was prepared without professional assistance from an architect or architectural historian, ask a professional to read and critique the draft manual before its final publication to ensure that it contains appropriate and

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<sup>49</sup> “Guided by Design: A Manual for Creating Design Guidelines, Historic Architectural Review Boards (HARB), Main Street, and Elm Street Design Review Committees” Marshaus, Allison, and Ryan, Ellen; August 11, 2006.

correct information. The PHMC may also assist in draft manual review. Incorporate any appropriate suggestions and conduct final editing.

10. Establish the printing and distribution logistics. If the manual will be printed, obtain price quotes from printing companies. Inquire about paper stocks, sizes, folds, quantities, and printing timeframes. If the manual will be available in electronic format, determine how it will be distributed: e-mail, website posting, social media pages, etc.
11. Compile a distribution list. Include Philipsburg property owners, tenants, contractors, real estate agents, educators, and others that may play a role in historic building preservation and maintenance. Obtain mailing addresses for paper copies and e-mail addresses for electronic copies. Also contact local organizations and agencies and ask if they will post the manual or provide a link to the manual on their websites.
12. Confirm the number of recipients, coordinate with the printing company, and order the copies.
13. Publish, assemble, and distribute the manual.
14. Work with a local organization (or home improvement business) to host a training or educational session to explain the contents of the manual and answer questions.
15. Periodically remind real estate agents about the manual and encourage them to inform new buyers and renters about its content.

### **PRESERVATION BRIEFS**

The National Park Service has published a series of **Preservation Briefs**. These briefs provide guidance on preserving, rehabilitating, and restoring historic buildings. Philipsburg's historic building owners should refer to these briefs and other educational materials on historic property maintenance and repair prior to commencing work. Even after a building owners' manual is prepared that is tailored to Philipsburg Borough, these briefs can continue to provide supplemental information.

To access the Preservation Briefs online, go to the National Park Service (NPS) website address:  
<http://www.nps.gov/history/hps/tps/briefs/presbhom.htm>.

As of December 2010, the following Preservation Briefs were available for download from the NPS website. Paper copies also can be purchased from the U.S. Government Printing Office Online Bookstore.

- 01: Assessing Cleaning and Water-Repellent Treatments for Historic Masonry Buildings
- 02: Repointing Mortar Joints in Historic Masonry Buildings
- 03: Conserving Energy in Historic Buildings
- 04: Roofing for Historic Buildings
- 05: The Preservation of Historic Adobe Buildings
- 06: Dangers of Abrasive Cleaning to Historic Buildings
- 07: The Preservation of Historic Glazed Architectural Terra-Cotta
- 08: Aluminum and Vinyl Siding on Historic Buildings: The Appropriateness of Substitute Materials for Resurfacing Historic Wood Frame Buildings
- 09: The Repair of Historic Wooden Windows
- 10: Exterior Paint Problems on Historic Woodwork
- 11: Rehabilitating Historic Storefronts
- 12: The Preservation of Historic Pigmented Structural Glass (Vitrolite and Carrara Glass)
- 13: The Repair and Thermal Upgrading of Historic Steel Windows
- 14: New Exterior Additions to Historic Buildings: Preservation Concerns
- 15: Preservation of Historic Concrete
- 16: The Use of Substitute Materials on Historic Building Exteriors
- 17: Architectural Character - Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character
- 18: Rehabilitating Interiors in Historic Buildings - Identifying Character-Defining Elements
- 19: The Repair and Replacement of Historic Wooden Shingle Roofs



- 20: The Preservation of Historic Barns
- 21: Repairing Historic Flat Plaster - Walls and Ceilings
- 22: The Preservation and Repair of Historic Stucco
- 23: Preserving Historic Ornamental Plaster
- 24: Heating, Ventilating, and Cooling Historic Buildings: Problems and Recommended Approaches
- 25: The Preservation of Historic Signs
- 26: The Preservation and Repair of Historic Log Buildings
- 27: The Maintenance and Repair of Architectural Cast Iron
- 28: Painting Historic Interiors
- 29: The Repair, Replacement, and Maintenance of Historic Slate Roofs
- 30: The Preservation and Repair of Historic Clay Tile Roofs
- 31: Mothballing Historic Buildings
- 32: Making Historic Properties Accessible
- 33: The Preservation and Repair of Historic Stained and Leaded Glass
- 34: Applied Decoration for Historic Interiors: Preserving Historic Composition Ornament
- 35: Understanding Old Buildings: The Process of Architectural Investigation
- 36: Protecting Cultural Landscapes: Planning, Treatment and Management of Historic Landscapes
- 37: Appropriate Methods of Reducing Lead-Paint Hazards in Historic Housing
- 38: Removing Graffiti from Historic Masonry
- 39: Holding the Line: Controlling Unwanted Moisture in Historic Buildings
- 40: Preserving Historic Ceramic Tile Floors
- 41: The Seismic Retrofit of Historic Buildings: Keeping Preservation in the Forefront
- 42: The Maintenance, Repair and Replacement of Historic Cast Stone
- 43: The Preparation and Use of Historic Structure Reports
- 44: The Use of Awnings on Historic Buildings: Repair, Replacement and New Design
- 45: Preserving Historic Wooden Porches
- 46: The Preservation and Reuse of Historic Gas Stations
- 47: Maintaining the Exterior of Small and Medium Size Historic Buildings

### **SECRETARY OF THE INTERIOR'S STANDARDS FOR THE TREATMENT OF HISTORIC PROPERTIES**

Among other duties, the U.S. Secretary of the Interior is responsible for establishing professional standards and providing advice on the preservation and protection of resources listed in or eligible for listing in the National Register of Historic Places. The Secretary's Standards are coupled with illustrated Guidelines that provide examples of techniques that are recommended and not recommended for preservation, rehabilitation, restoration, and reconstruction projects.

To access the Standards online, as well as illustrated Guidelines for Preserving, Rehabilitating, Restoring & Reconstructing Historic Buildings, go to the National Park Service (NPS) website address: [http://www.nps.gov/history/hps/tps/standards\\_guidelines.htm](http://www.nps.gov/history/hps/tps/standards_guidelines.htm).

The Standards vary between preservation, rehabilitation, and restoration projects. The Standards for Rehabilitation are as follows:

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

The Standards (36 CFR Part 67) apply to historic buildings of all periods, styles, types, materials, and sizes. They apply to both the exterior and the interior of historic buildings. The Standards also encompass related landscape features and the building's site and environment as well as attached, adjacent, or related new construction.

## ACTION PLAN

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### Action 3.3:

**Publicize tax incentives that are available for the rehabilitation of historic buildings (currently available only to income-producing properties) and for the donation of historic preservation easements.**

#### Background:

Owners of historic properties may not be aware that there are tax credits available for the rehabilitation of income-producing historic buildings and tax deductions available for the donation of historic preservation easements. To qualify, the building or site must be a contributing structure in the Philipsburg National Register Historic District or be listed individually on the National Register of Historic Places. Improvement projects eligible for tax credits must be consistent with the historic character of the property and meet the "Secretary of the Interior's Standards" (see Pages 88-89). For tax deductions associated with an easement donation, the property must be visible to the public. By making the tax incentive information readily available to historic property owners, they will be better informed and perhaps more inclined to take action. Because the tax incentive process can be complicated, publicizing simple and up-to-date information and instructions will make the process easier to understand and pursue.

#### Take Action:

1. Designate the Action Leader to be responsible for leading the following steps.
2. Identify the minimum requirements for Rehabilitation Investment Tax Credit (RITC) eligibility (see the summary on Page 92). This is a program that allows a 20% federal tax credit for the rehabilitation of income-producing historic structures. The U.S. Department of the Interior, National Park Service (NPS) website offers information regarding tax credits.
3. <sup>50</sup> The Pennsylvania Historical and Museum Commission (PHMC) administers the RITC program in association with the NPS and Internal Revenue Service (IRS). Contact the PHMC to discuss the program and application requirements.<sup>51</sup>
4. Identify the minimum requirements for Historic Preservation Easement eligibility (see the summary on Page 93.) This entails a historic property owner agreeing to a voluntary legal agreement that donates certain rights to the building to a charitable or government organization whose mission includes historic preservation. It provides assurance that the property's intrinsic historic values will be preserved, even through subsequent ownership if the building is sold. In addition, the owner may obtain substantial tax benefits, including a federal income tax deduction equivalent to the value of

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<sup>50</sup> The National Park Service RITC information can be found online at [www.nps.gov/hps/tps/tax/incentives](http://www.nps.gov/hps/tps/tax/incentives).

<sup>51</sup> PHMC information on the RITC program can be found online at [www.phmc.pa.state.us](http://www.phmc.pa.state.us).

the rights given away to the charitable or governmental organization. For additional information, see IRS Publication 526.

5. Identify the target audiences for tax credit information. This should include owners of income-producing properties (including businesses and residential rentals) in the Philipsburg National Register Historic District and other historic properties that may be eligible for individual listing.
6. Identify the target audience for easement information. This should include owners of historic buildings that are accessible to the public in some way (see Page 94, Historic Preservation Easement information).
7. The goal is to disseminate the tax credit and easement information so that eligible owners are aware of the programs and can pursue them, if desired. Determine the best publicity methods and associated logistics. Determine the distribution method and format (paper format, electronic, word of mouth, web links, or a combination of methods), and the costs involved with each method. One of the most cost-effective ways to publicize would be to simply make eligible property owners aware of the programs (see Pages 92-94) and direct them to the National Park Service, PHMC, and IRS websites for more information.<sup>52, 53, 54</sup>
8. If a flyer or brochure will be produced, determine the copy style and distribution logistics. Prepare the copy, conduct editing, and determine the flyer/brochure format. Determine the printing method (printing company, personal printer, etc.) and distribute by mail, e-mail, website postings, or other appropriate delivery method.
9. Periodically remind local real estate agents, tax accountants, and the loan departments of financial institutions about the programs and encourage them to help inform historic property owners of these programs, particularly the Rehabilitation Investment Tax Credit (RITC).

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<sup>52</sup>The National Park Service RITC information can be found online at [www.nps.gov/hps/tps/tax/incentives](http://www.nps.gov/hps/tps/tax/incentives).

<sup>53</sup> PHMC information on the RITC program and Easement program can be found online at [www.phmc.pa.state.us](http://www.phmc.pa.state.us).

<sup>54</sup> IRS Publication 526 (Charitable Contributions), Publication 561 (Determining the Value of Donated Property), and Form 8283 (Noncash Charitable Contributions) can be found online at [www.irs.gov](http://www.irs.gov).



**REQUIREMENTS FOR 20% FEDERAL INVESTMENT TAX CREDIT**

Owners of income-producing historic properties are eligible to apply for a 20% Rehabilitation Investment Tax Credit (RITC) for significant rehabilitation work. If your property meets the following four criteria, contact the Pennsylvania Historical and Museum Commission (PHMC) for more information.

- The historic building must be a contributing building in the Philipsburg National Register Historic District or individually listed on the National Register of Historic Places.
- After rehabilitation, the historic building must be used for an income-producing purpose for at least five years.
- The cost of rehabilitation work will be substantial. The cost of rehabilitation must exceed the pre-rehabilitation cost of the building.
- The rehabilitation work must be done according to the Secretary of the Interior's Standards for Rehabilitation (see Pages 88-89).

The following are examples of improvements that are eligible and ineligible to receive credit:

**Eligible**

- Walls
- Partitions
- Floors
- Ceilings
- Windows and doors
- Chimneys
- Stairs
- Permanent coverings, such as paneling or tiles
- Components of central air conditioning or heating systems
- Electrical wiring and lighting fixtures
- Plumbing and plumbing fixtures
- Escalators, elevators, sprinkler systems, fire escapes
- Other components related to operation or maintenance of the building

**Ineligible**

- Appliances
- Cabinets
- Demolition costs
- Fencing
- Feasibility studies
- Financing fees
- Furniture
- Landscaping
- Parking lot
- Paving
- Planters
- Leasing expenses
- New construction or enlargement costs
- Outdoor lighting remote from building
- Carpeting (unless glued)
- Decks (not part of original building)
- Porches and porticos (not part of original building)
- Retaining walls
- Sidewalks
- Signage
- Storm sewer construction costs
- Window treatments

To apply for the 20% tax credit, there is a three-part application process (described on the following page). Two copies of the application are submitted to the PHMC, which retains one copy and forwards the other copy to the National Park Service (NPS).

**Part 1: Evaluation of Property Significance**

Obtain a Historic Preservation Certification Application form from the PHMC. Complete Part 1 and submit it to the PHMC for evaluation and processing. The purpose of this application is to receive verification that the property is a contributing building to the Philipsburg National Register Historic District or is eligible for individual listing. (If the property is a single building listed in the National Register of Historic Places, this step can be skipped). The PHMC and NPS will review the application and verify the property's eligibility for participation in the 20% tax credit program.

**Part 2: Description of Rehabilitation Work**

Applicants must then complete a Part 2 application form, which asks for information describing the proposed rehabilitation work, including costs, photos of the existing building, and improvement plan drawings. The description will be reviewed by the NPS to confirm that the rehabilitation work will conform to the U.S. Secretary of the Interior's Standards for Rehabilitation (see Pages 88-89). If the proposed work meets the Standards, the NPS will issue a preliminary decision approving the work. Or, the proposed work may be given a conditional approval that outlines specific modifications required to bring the project into conformance with the Standards.

**Part 3: Request for Certification of Completed Work**

After the rehabilitation work is completed, the owner must submit a Part 3 application form including photographs of the completed work. The NPS evaluates the completed project and compares it with the work proposed in the Part 2 application form. If it meets the Secretary of the Interior's Standards for Rehabilitation, the project will be approved as a certified rehabilitation eligible for the 20% rehabilitation tax credit.

### **HISTORIC PRESERVATION EASEMENTS**

Owners of historic properties can consider donating a Historic Preservation Easement on their property. The easement provides assurance to the owner that the property's intrinsic historic values will be preserved, even if the property is sold. In addition, the owner may be eligible for a tax deduction if certain criteria are met. (It is advised that potential easement donors consult an accountant, tax attorney, an IRS Taxpayer Assistance office, or other professional tax advisor for help in determining whether tax incentives pertain to their own financial circumstances.)

If your property meets the following three criteria, contact the Pennsylvania Historical and Museum Commission (PHMC) for more information.

- The historic building must be a contributing building in the Philipsburg National Register Historic District or individually listed on the National Register of Historic Places.
- The building must be visible to the public.
- The property owner must be voluntarily willing to grant a portion of, or interest in, their property rights to a government or non-profit organization (501(c)(3)) whose mission includes historic preservation. Such an organization must be committed to protecting the historic preservation purposes of the donation, and has the resources to enforce the restrictions.

A recorded Historic Preservation Easement gives the organization to which it is conveyed the legal authority and responsibility to enforce its terms, which typically prohibit the owner from demolishing or making alterations to the property without prior review, consultation, and approval by the easement holder. Some easements also require the owner to make improvements to the property or to maintain it in a certain physical condition.

By application to the PHMC, the property must be certified by the National Park Service prior to conveying the easement, or before the owner files a Federal income tax return for the year in which the easement was granted.

#### **Important Questions to Consider before Donating an Easement:**

- How specific does the easement need to be in order to protect the property?
- What are the financial costs and federal, state, and local tax benefits of easement donation?
- How much public access would be required to claim a federal tax deduction?
- What would be the terms of the easement and how much oversight would the easement holder conduct on the property?

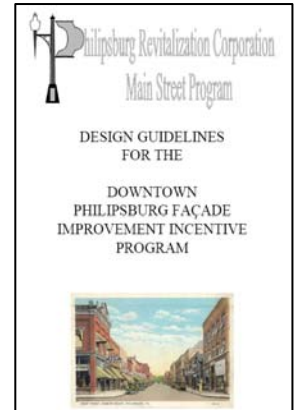
## ACTION PLAN

### Action 3.4:

**Continue the Main Street Façade Grant Program. Consider periodic revisions to the accompanying Design Guidelines.**

#### Background:

The Philipsburg Revitalization Corporation administers a Building Façade Grant Program for buildings in Philipsburg's Main Street Program Area (see Figure 3 on Page 6, which shows the Main Street Program boundaries). The Grant Program is geared toward exterior storefront improvements and is an incentive for private investment in the central business district. Under the Program, grant applicants must comply with a published set of Design Guidelines to be eligible for consideration. The continuation of this Program is strongly recommended, as well as periodic updates to the accompanying Design Guidelines to improve their desired effect based on proven end-results of Program administration.



The Building Façade Grant Program selection criteria address various requirements, including a requirement for grant repayment if the grantee business closes or the building changes ownership within three years of grant issuance. It is recommended that this provision be changed from three years to one year. Although a three-year requirement is intended to incentivize business retention, it can also be a deterrent to building sales and add further penalty to a business that closed due to circumstances beyond its control.

#### Take Action:

1. Designate the Action Leader to be responsible for leading the following steps. The Action Leader should be the Philipsburg Revitalization Corporation.
2. Continue administration of the Main Street Building Façade Grant Program.
3. Consider reducing the Program's requirement for grant repayment from three years to one year (from the date a grant is issued to the date a grantee business closes or the building changes ownership).
4. Annually evaluate the end results of building improvements made with the use of grant funds. Evaluate the end results with the Design Guidelines and the intent of the Program. Consider making annual revisions/improvements to the Guidelines, if found warranted, to better achieve desired results.
5. When Actions 3.2 and/or 3.7 of this Action Plan are completed, compare the recommendations and guidelines prepared under those Actions with the Main Street Building Façade Grant Program's Design Guidelines. Make any revisions as appropriate to ensure consistency and compatibility.

## ACTION PLAN

### Action 3.5:

**Develop an annual or bi-annual awards program to recognize excellence in historic preservation, repair, rehabilitation, or reuse projects in the greater Philipsburg area.**

#### Background:

An awards program can set a bar for excellence. By acknowledging a job well-done, property owners receiving recognition may exhibit a stronger sense of pride in their historic property and the community as a whole. Award programs can also be educational, motivational, and exciting. Awards could be given to projects that incorporate good practices in historic building restoration, adaptive reuse, new additions, and new construction and that exhibit excellent design, craftsmanship, and sensitivity to Philipsburg's historic character.

#### Examples:



Historic Preservation Award Plaque  
(City of Oxford, OH)  
Source: City of Oxford, OH



Excellence in Preservation Award  
(City of Muscatine, IA)  
Source: Friends of the Pine Creek Grist Mill



Glass Historic Preservation Award  
(New Castle County, DE)  
Source: Delaware Department of Transportation.



Municipal Historic Preservation Award  
(Chester County, PA)  
Source: New Garden Township, PA



### Take Action:

1. Designate the Action Leader to be responsible for leading the following steps.
2. Determine the award category (or categories). Potential categories may be:
  - Rehabilitation
  - Exterior improvement
  - Adaptive reuse
  - New (infill) construction with historic character
  - Educational or cooperation program
3. Determine the award criteria. Examples may be:
  - Contribution to community character
  - Contribution to economic development or heritage tourism
  - Level of effort
  - Historical accuracy
  - Visual improvement
  - Compliance with improvement recommendations (see Action 3.2)
  - Level of community involvement
4. Determine the frequency of the award program. Annually or bi-annually is recommended.
5. Advertise the awards program. Consider various publicity methods, including website posts, social media, e-mail, newspaper advertisements, flyer/posters, and word of mouth.
6. Establish an application process by preparing an application form and making it available to historic building owners and others involved in community character preservation and enhancement projects.
7. Determine a process to review applications and select award recipients. The focus should be on recognizing noteworthy preservation efforts in the community. An award need not be given in every category, and the review criteria should be flexible enough to allow multiple awards in the same category.
8. Establish a panel to judge the applications. The panel could be comprised of an elected or appointed board, voting by an organizations' general membership (such as the Philipsburg Historical Foundation), or the general public through popular vote via a website or other means of informal voting.
9. Determine the type of award that will be given. Examples may include a certificate, a community plaque in which blank placeholder placards can have names inscribed, or individual plaques given to award recipients.

10. Administer the program and present the award(s). The annual Philipsburg Historical Foundation dinner or a Borough Council Meeting would be good options for the award presentation.
11. Publically recognize the nominees and the award winners.

## ACTION PLAN

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### Action 3.6:

### Work with local financial institutions to identify and develop funding programs available to owners of historic properties.

#### Background:

As supplements to conventional loan programs, financial institutions can create or help to structure financing packages targeted to special groups, such as owners of historic properties. Often, owners of historic properties need financial assistance to make needed repairs to their properties. This applies to both new owners and long-time owners. Unfortunately, there are few financial incentives available in the private market to improve historic buildings. Even though private financial institutions can be conservative in managing their risk of loan defaults, by working together creative ideas can be pursued that may result in the development of funding programs (including loans) that can be made locally available for historic preservation work.



Source: Madartists

#### Take Action:

1. Designate the Action Leader to be responsible for leading the following steps. Ideally, the Action Leader will have some knowledge and experience in financing and private lending.
2. Develop a list of private financing/loan programs that are available for historic building purchase, maintenance, rehabilitation, preservation, and restoration.
3. If existing programs are available that would be attractive to historic property owners and prospective historic property owners in Philipsburg, make those programs widely known.
  - Identify the target audiences for the information, which should include owners of historic properties who would potentially qualify for the existing programs. If the target audience is similar to the audience for Action 3.3, coordinate publicity efforts.
  - Determine the distribution method and format (paper format, electronic, word of mouth, web links, or a combination of methods), and the costs involved with each method. Coordinate with the Action Leader for Action 3.3, if appropriate.
  - If a flyer or brochure will be produced, determine the copy style and distribution logistics. Prepare the copy, conduct editing, and determine the flyer/brochure format. Determine the printing method (printing company,

personal printer, etc.) and distribute by mail, e-mail, website postings, or other appropriate delivery method.

4. Periodically remind local real estate agents, accountants, and the loan departments of financial institutions about available financial programs and encourage them to help inform historic property owners of these programs.
5. Contact local financial institutions and community leaders to assess their interest in participating in a brainstorming session to identify new financing packages for historic building owners.
6. Convene a meeting and encourage creative thought. Consider programs such as third-party lending, conventional loan buy-down programs, below market rate loans, etc.
7. Work collaboratively with local financial institutions to put new programs in place, as feasible.
8. When/if new financing programs become available, make those programs widely known through the advertising steps identified above in Steps 3 and 4.

**Action 3.7:**

**Enact a local Historic District Ordinance or expand the existing Zoning District Overlay.**

**Background:**

The Philipsburg Zoning Ordinance, Section 27-104.D, “Objectives,” states that one of the Ordinance’s objectives is *“to encourage the preservation of historic sites, buildings and other historic resources throughout the Borough.”* However, properties located in Philipsburg’s National Register Historic District are not locally protected by the Philipsburg Zoning Ordinance or other ordinance. Currently, the Borough’s Zoning Ordinance applies an Overlay District to a small portion of the downtown area that is also in the National Register Historic District. The Overlay requires the issuance of a Conditional Use Permit (CUP) for demolition and new construction in this small area. A CUP is not required in order for property owners to conduct exterior building modifications and the Overlay does not encompass Philipsburg’s entire National Register Historic District.

Listing of Philipsburg’s National Register Historic District on the National Register of Historic Places provides a measure of protection only when federal funding or permitting is involved in a proposed project. The adoption of a Local Historic District Ordinance would establish a local regulatory process by which a Certificate of Appropriateness would need to be issued by the Borough before any exterior building alterations, new construction, or demolitions occur in a defined geographic area identified by the Ordinance. Alternatively, the existing Zoning Overlay District can be enlarged to include

the entire National Register Historic District, and the existing Ordinance can be extended to require the Borough to review all exterior building repairs, replacements, and modifications within the area covered by the Overlay.

If a new Local Historic District Ordinance is pursued, it is not required that the boundaries of the Local Historic District Ordinance match the boundaries of the Philipsburg National Register Historic District, but it is recommended to avoid confusion.

These regulatory means to address historic preservation should be pursued if and when voluntary means are failing, or if inappropriate building alterations or new construction is occurring or is anticipated to occur in the Historic District that would negatively affect (or even destroy) the District's collective historic character.



### Take Action:

*NOTE: It is strongly recommended that the PHMC be consulted before embarking on the steps outlined below. The steps below are general and not comprehensive. Additionally, ordinances enacted under the authority of the Pennsylvania Municipalities Planning Code are not required to meet certain requirements of the Historic District Act. Adoption of a Historic District Ordinance is a complex process that should be guided by the Borough's solicitor or other legal counsel, in consultation with the PHMC.*

1. Designate the Action Leader responsible for leading the following steps. Ideally, the Action Leader would be part of Philipsburg Borough government.
2. Work with Philipsburg Borough and its elected and appointed officials to determine the level of need and support for a Local Historic District Ordinance and/or expansion of the existing Zoning Overlay. Adoption of a new or revised ordinance would require the approval of Borough Council. As such, the ordinance should be pursued if and when there is public and Borough support for a regulatory method to address exterior building alterations, new construction, and demolition in the National Register Historic District or other defined geographic area with historic significance.
3. Contact the PHMC Community Preservation Coordinator for the Central Pennsylvania region for general guidance and direction. Additionally, review the PHMC publication *Historic District Designation in Pennsylvania*, authored by Michel R. Lefèvre. This publication provides useful information about forming local historic districts.
4. Confer with the Borough Solicitor and Borough Manager to obtain general guidance. Determine if a professional consultant will need to be retained to draft the ordinance and guide the Borough through review and adoption, or if the work can be conducted by the Solicitor and/or Borough staff.
5. Conduct public outreach. Announce that a new local Historic District Ordinance or amendment of the Zoning Overlay is being considered, its benefits to the community, as well as the requirements that would be imposed by its adoption. Immediately establish the reasons why it would benefit the Borough and distribute public information about its benefits and general provisions. Continue to conduct public outreach and education in an effort to gain general support for adoption of the ordinance.
6. To adopt a new Historic District Ordinance, continue to step 7. To expand and revise the existing Zoning Overlay Ordinance, skip to step 18.

### New Historic District Ordinance

7. Obtain and review copies of other adopted local historic district ordinances; ideally those located in Pennsylvania municipalities with a similar size,

character, and municipal capacity to Philipsburg. The PHMC and the Centre County Planning and Community Development Office would be able to provide samples.

8. Working with the Borough Solicitor, Borough Manager, and the PHMC Community Preservation Coordinator, gain a clear understanding of how a Historic District Ordinance would be structured, under what circumstances it would apply, how it would be locally administered, and how much additional municipal capacity would be needed to administer such an ordinance, including the obligation to establish a Historic Architectural Review Board (HARB). In particular, determine if the ordinance should apply to the entire Philipsburg National Register Historic District, only a portion of the District, or extend outside of the District in some areas. For simplicity, it is recommended that the local and national district boundaries match. If a smaller area is desired, focus on areas and streetscapes containing key character-defining resources, such as North Front Street, East and West Presqueisle Street, and North and South Centre Avenue where they pass through the National Register Historic District (refer to Figure 2 on Page 4).
9. Draft the ordinance text in consultation with the Borough Solicitor and the PHMC. Involve the Borough Planning Commission, Borough Council, Philipsburg Revitalization Corporation, the local real estate community, and representatives of the general public. Take care in identifying the types of Certificate of Appropriateness requests that can be approved administratively, and which would need formal consideration by a HARB.
10. Develop the applicable guidelines that exterior building modifications and new construction needed for compliance in order to receive a Certificate of Appropriateness under the new ordinance. Alternatively, the ordinance can reference the Building Owners' Manual (see Action 3.2) or the Secretary of the Interior's Standards for the Treatment of Historic Properties (see Pages 88-89).
11. Send the draft ordinance and information on the proposed historic district to the PHMC for review and approval. To ensure that the Philipsburg Historic District Ordinance is in conformance with the Historic District Act, the PHMC's Bureau for Historic Preservation will review and comment on the draft ordinance before its final adoption. The PHMC also must formally certify the District's historical significance before the ordinance can be enforced.<sup>55</sup>
12. Proceed through the customary steps of adopting a new ordinance in Philipsburg Borough, including all required public notifications.

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<sup>55</sup> A detailed checklist for the Act 67 certification process is available online at [www.phmc.state.pa.us/Portal/Communities/BHP/phmc\\_act\\_167\\_policy\\_and\\_checklist\\_for\\_certification.pdf](http://www.phmc.state.pa.us/Portal/Communities/BHP/phmc_act_167_policy_and_checklist_for_certification.pdf).

13. After the Historic District Ordinance is approved, establish the HARB. Appoint professionals to the HARB, as required by state enabling law and as described in the ordinance. For example: a registered architect, building inspector, and licensed real estate broker, etc. Determine how often the HARB will meet, who will organize and administer the HARB meetings, how meeting agendas will be prepared and minutes will be taken, etc. It is likely that the HARB will need to meet only on an as-needed basis.
14. Develop a flow chart showing the steps to acquire various permits in the geographic area covered by the ordinance, such as zoning, subdivision, and building, including the Certificate of Appropriateness.
15. Develop a Certificate of Appropriateness application form.
16. Continue to alert property owners, local contractors, real estate agents, and others about the passage of the Historic District Ordinance and the steps that property owners will have to follow before exterior work on a building can proceed on a property in the geographic area covered by the ordinance. Distribute copies of the ordinance and associated resources, particularly the guidelines against which applications for Certificates of Appropriateness will be reviewed.
17. Administer the Ordinance.

#### Expansion of the Zoning Overlay

18. Draft the amended Zoning Ordinance text in consultation with the Borough Solicitor and the PHMC. Involve the Borough Planning Commission, Borough Council, Philipsburg Revitalization Corporation, the local real estate community, and representatives of the general public.
19. Define a complete review process for exterior building repairs, replacements, and modifications within the existing municipal framework required for approval of a zoning/building permit.
20. Proceed through the customary steps of adopting a Zoning Ordinance Amendment in Philipsburg Borough, including all required public notifications.
21. Continue to alert property owners, local contractors, real estate agents, and others about the passage of the Zoning Ordinance Amendment and the steps that property owners will have to follow before a building permit will be issued.
22. Administer the Ordinance.

### Goal 4

#### **Build Social Capital / Increase Volunteer Capacity / Mobilize Youth**

Active and ongoing community participation is one of the keys to maintaining public support and enthusiasm for a common cause such as historic preservation.

Philipsburg would greatly benefit from a larger volunteer contingency. There appears to be lower-than-desired local human resource capacity for historic preservation programming and promotion; there are not enough volunteers, particular those of younger generations.

Additionally, there is some sense of apathy in the general public regarding historic preservation issues. Philipsburg's challenge is to conduct public education about the importance and benefits of historic preservation in order to cultivate a greater volume of public involvement, support, and action.



## ACTION PLAN

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### Action 4.1:

**In conjunction with Action 2.5, conduct an annual meeting to develop a strategy to increase preservation-based education and volunteerism. Then, actively conduct education and develop a contingency of preservation-focused volunteers.**

#### Background:

This Action could be combined with Action 2.5. The difference is that this Action 4.1 is geared toward local capacity-building and education whereas Action 2.5 is geared toward coordinating programming to increase heritage tourism. In addition to conducting education and outreach to increase widespread public support for historic preservation, Philipsburg would benefit from more volunteerism related to historic preservation activities. The joining together of organizations in the greater Philipsburg area that have volunteer needs related to historic preservation and heritage tourism will help to establish a collective list of needs and opportunities for volunteer participation. An annual meeting also would facilitate the development of an overall strategy for volunteer recruitment efforts.

#### Take Action:

1. Identify the Action Leader(s) who will lead the following steps. Consider the Leader(s) of Action 2.5 to be the Leader of this Action as well.
2. Identify organizations in the greater Philipsburg area that are involved in historic preservation and/or heritage tourism and that either a) could offer training and programming to increase local awareness of preservation issues or b) have the need for volunteers. Compile a list of these organizations and their leadership, including names and contact information.
3. Determine if the annual meeting can and should be combined with the annual meeting recommended under Action 2.5. If yes, coordinate efforts with the Leader of Action 2.5. If a separate meeting would be advantageous, secure meeting space and select a meeting date and time.
4. Schedule the meeting and invite organization representatives identified in Step 2, above. The list of meeting invitees should represent organizations in the greater Philipsburg area that have volunteer needs related to historic preservation or heritage tourism and those that have a capacity to conduct education on historic preservation topics. Education is important because it builds public interest and passion for participation in historic-based events and volunteer opportunities.
5. Request that meeting attendees be prepared for the meeting by bringing: a) a list of their organization's volunteer needs; b) ideas for building volunteerism and increasing public awareness of the benefits of historic preservation in the greater Philipsburg area; and c) ideas about ways their organization can help promote general public education on historic preservation topics.



6. Host the meeting. Agenda items can include:
  - Introductions and network building.
  - Opportunities to educate the general public about the importance of historic preservation in Philipsburg.
  - Ways to build local support and passion for historic preservation.
  - Volunteer needs (including specific dates when volunteers are needed, the type of volunteer activity, etc.).
  - Ideas about how to best solicit volunteers.
  - Development of a network of individuals and organizations whose goals and missions overlap with the interests of preservation.
  - Ways to foster ongoing partnerships with local service groups, schools, and other organizations to increase volunteerism.
7. Prepare meeting notes and distribute notes to meeting attendees after the meeting. Provide a means for the organizations' representatives to contact the Action Leader throughout the year as their needs for volunteers change.

#### Increase Volunteerism

8. Following the annual meeting, prepare a comprehensive list and calendar of volunteer needs. Categorize the opportunities by those that would most suited to be worked on by groups, versus opportunities that would be better suited to a single individual.
9. Post the list/calendar of volunteer needs on a website to heighten public awareness about volunteer opportunities. Update the list/calendar and advertise the website link periodically throughout the calendar year. It will be important to keep the list of needs updated so that interested volunteers feel that their contributions are being directed to current and relevant needs.
10. Identify local groups that would be well-suited to fill the volunteer needs. Such groups may include Scouts, service clubs, school groups, college students/groups, religious institution groups, and community organizations. Give the list of volunteer needs to the leaders of these groups, assess their interest in participating, and follow up with them to gauge their level of interest and/or to match them with organizations in need of volunteers.
11. The Action Leader should continue to serve as the primary point of contact for matching volunteers with volunteer needs. If the Action Leader is not able to fill this role, identify another contact person. Success of the volunteer program will be heightened if potential volunteers have a single-point-of contact for questions regarding the list of volunteer opportunities.

Increase Preservation-Based Education

12. Following the annual meeting, prepare a comprehensive list of ways that local organizations can assist in promoting the importance and benefits of historic preservation through education and activity programming in the greater Philipsburg area.

Consider the following opportunities:

- Include education and outreach components about historic preservation as part of celebratory events, as discussed under Action 2.4.
  - Expand use of the Borough and PRC websites to post information or links to information about the importance and benefits of historic preservation.
  - Increase media coverage (media and TV) on preservation-related events and projects, as well as historic preservation successes and associated benefits. (Media is a good way to reach a mass audience.)
13. Post the list of event-based educational opportunities on a website to heighten public awareness about opportunities to participate. Update the list and advertise the website link periodically throughout the calendar year.

## ACTION PLAN

### Action 4.2:

### Compile an oral history of Philipsburg.

#### Background:

The endearing stories told about the Borough's past -- and of its people and places -- play a very strong role in defining the community character of Philipsburg today. For this reason, it is recommended that an Oral History project be conducted. Recording oral history involves interviewing people (typically, community elders) about their personal experiences in the local area and recording the interviews so that future generations can hear the accounts and gain perspective about what it was like to live in a particular time. The recording of oral histories (by audio or audio/video) is an excellent way to preserve a piece of Philipsburg history, particularly about events that are not otherwise well recorded. Oral histories are used to understand life experiences in history in a unique way that is not possible by the preservation of buildings alone.

#### Examples:



Voices of Pine Creek  
(Pine Creek Valley, PA)  
Source: Pine Creek Valley Watershed Assoc.



Voices from Coney Island  
(Coney Island, Brooklyn, NY)  
Source: Coney Island History Project

#### Take Action:

1. Identify the Action Leader(s) who will lead the following steps.
2. Conduct research on the steps involved in compiling oral histories. The steps are described generally below, but there is much more detailed information from history associations and educational institutions available that should also be reviewed. The Pennsylvania Historical and Museum Commission (PHMC) offers a number of *Oral History Resources*, including a list of Pennsylvania Oral Histories, available on its website.
3. <sup>56</sup>

<sup>56</sup> "Oral History Resources," Pennsylvania Historical and Museum Commission Website, Accessed December 2010, [http://www.portal.state.pa.us/portal/server.pt/community/oral\\_history/4351](http://www.portal.state.pa.us/portal/server.pt/community/oral_history/4351).

4. Decide if the recording of oral histories will be done informally, or if it would be better to outsource the work to a college or university, or a professional with the qualifications to compile oral histories.
5. Below in Steps 5 to 14 are the basic steps to record oral histories.
6. Select candidates to be interviewed and contact them about their willingness to participate. Good candidates include residents of the greater Philipsburg area who have lived in the area for a long time and can recall interesting stories about the area.
7. Work with each interviewee (hereafter, “subject”) and select a topic for the interview.
8. Decide the format of recording (audio only, audio and video, transcript, or written notes).
9. Prepare for each interview by compiling a list of interview questions related to the topic. Conduct some research on the topics yourself in advance of the scheduled interview so that you are as prepared as possible.
10. Set up an appointment to interview the subject. Inform the subject of the recording format, the topic that will be discussed, and the types of questions that will be asked. Preparation on the part of the subject may be necessary in advance of the interview so that they can easily recall details about the topic that will be discussed.
11. Compile the materials needed to record the oral history. Arrange for the use of a voice recording or voice/video recording device if needed.
12. During the interview, be conversational. Let the conversation flow. Treat the subject as a storyteller. It is more important that the conversation flows naturally than that every question that was prepared is asked and answered. Also, do not correct the subject if their personal account differs from the research that you conducted. The purpose of an oral history is to record the subject’s accounts and memories, and is, therefore, not always entirely consistent with other recorded accounts.
13. Immediately create a duplicate of the original recording. Save the original recording in a safe place that is protected from loss and damage.
14. Conduct editing of the recordings, using the duplicate.
15. Determine the best way to use the oral histories and make them available for viewing. The most popular and cost-effective means to do so is posting on the Internet.

**Action 4.3:****Undertake efforts to increase the knowledge of school-age children in history and historic preservation.****Background:**

Given the number and quality of historic buildings present in Philipsburg, the community offers tangible resources and opportunities for engaging students in historic preservation learning experiences. With a goal to build human resource capacity and volunteerism, including among youth, community leaders should take advantage of local opportunities to incorporate historic preservation topics into educational programming for youth. The National Trust for Historic Preservation advises that “it is never too early to start teaching children about places that matter. From art to social studies, lessons that incorporate historic preservation topics go beyond typical textbook activities...”<sup>57</sup>



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**Take Action:**

1. Identify the Action Leader(s) who will lead the following steps.
2. Work with the Philipsburg Osceola Area School District’s curriculum director in an effort to include relevant local history components at all grade levels. (The National Trust for Historic Preservation offers classroom resources, including sample materials, lessons, and activities that can be tailored to local history).
3. Work with community service organizations in the greater Philipsburg area and the region to offer youth-based educational programming, including tours of local historic buildings in Philipsburg. For this effort, coordinate with Action 2.4.
4. In coordination with Actions 2.4 and 4.1, prepare a list of studies and projects that are appropriate for college students enrolled in Penn State University and other nearby institutions. Make this list available to professors and student advisors in fields of study related to history, historic preservation, architecture, landscape architecture, environmental studies, and other relevant fields.
5. Create a History of Philipsburg workbook for younger school-age children (ages 6 to 10).
  - Identify the author(s).

<sup>57</sup> Refer to the National Trust of Historic Preservation’s teaching resources at [www.preservationnation.org/resources/teaching-preservation](http://www.preservationnation.org/resources/teaching-preservation).



- Work with the author(s) to develop the content. Determine if professional assistance is needed to author and design the workbook and associated costs.
- Determine how the workbook will be distributed (given to teachers, posted on the Internet, sold for purchase, etc.) and the costs involved with each method.
- Identify funding sources to cover costs of preparation and publication. Costs will vary widely depending on the workbook's length, format, and distribution method.
- Prepare the workbook and conduct editing. Include text and illustrations that will be appealing to youth ages 6 to 10.
- If the workbook will be printed, obtain price quotes from printing companies.
- Publish, assemble, and distribute the workbook.

## ACTION PLAN

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### Action 4.4:

**Engage local real estate agents in efforts to use community character as a way to attract property owners and tenants to Philipsburg. Educate real estate agents about local preservation topics and resources.**

#### Background:

The attraction of younger property owners is vital to a strong and healthy community in future decades. Using community character as a way to attract new residents has proven successful in other similar towns across the country. By cultivating relationships with local real estate agents and educating them about the historical significance of properties in Philipsburg, not only can they use historic character in marketing, but they can also convey the tangible and



intangible values of owning a historic property to prospective residents. Additionally, the time of sale is the first opportunity to educate prospective and new property owners about the advantages of living in a community with historic character, the benefits of owning and maintaining a historic property, and the resources available to repair, restore, and maintain historic buildings.

#### Take Action:

1. Designate the Action Leader to be responsible for leading the following steps. A real estate professional with historic preservation interests is recommended.
2. Compile a list of real estate agents who work in the greater Philipsburg area.
3. Develop a list of points that would be beneficial for real estate agents to be aware of when marketing a historic building for sale or lease, or when using historic community character as a selling point.
  - If the property is located in Philipsburg's National Register Historic District, advertise the property's historic significance in sales literature.
  - Advertise "Historic District" or "Historic Home" on the for-sale sign to attract interest from passing cars or foot traffic.
  - Encourage realtors and property owners listing a historic building for sale to gather information about the building and make it available to prospective buyers. Prospective buyers looking for a historic property will be interested in the structure's date of construction, the architectural style, notable architectural features, name of the original architect, any remarkable people who may have lived or worked in the building, and any renovations that may have taken place. Consult the Philipsburg National Register Historic District list of contributing properties and the nomination application as a starting point for gathering this information.

- Continue to promote Philipsburg as a traditional community, offering a character that is unique and special.
- 4. Encourage real estate agents to list Philipsburg's historic buildings for sale on national websites that feature historic properties on the market. For example, the National Trust for Historic Preservation hosts a website that advertises historic property listings.
- 5. <sup>58</sup>
- 6. Encourage real estate agents to distribute any resources developed under Actions 3.2, 3.3, 3.5, 3.6, or 4.1 to buyers and prospective buyers of historic properties.

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<sup>58</sup> The National Trust for Historic Preservation Real Estate Listings are posted at <http://historicrealestate.preservationnation.org/>.

## ACTION PLAN

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### **Action 4.5:**

**Increase efforts to market Philipsburg for home ownership as a bedroom community to State College and Clearfield. Promote alternative transportation options to nearby communities.**

#### **Background:**

Philipsburg is located centrally between State College and Clearfield. Both of these communities offer institutions of higher learning and employment opportunities that benefit the regional area. Philipsburg is located at a reasonable travel distance to these communities (approximately 23 miles to State College and approximately 17 miles to Clearfield). Therefore, Philipsburg can be marketed as a bedroom community to potential buyers that may travel to these nearby communities for education and/or employment. [Altoona is also a regional contributor to education and employment, but at an approximate 35-mile distance, Altoona is likely too far of a commute for effective bedroom-community marketing.] Additionally, by offering transportation options (such as a shuttle service) to State College and Clearfield, the travel distance may be less of a deterrent to prospective Philipsburg homeowners.

#### **Take Action:**

1. Designate the Action Leader to be responsible for leading the following steps.
2. Collaborate with the Leader of Action 4.4 to determine ways that real estate agents can more effectively market Philipsburg as a bedroom community to State College and Clearfield. If there are deterrents, compile a comprehensive list and work towards overcoming each one. (The most commonly-cited deterrent is the commuting distance. See Step 3, below.)
3. Determine potential options for increasing alternative modes of transportation to State College and Clearfield. These may include a carpooling program or fixed-route- and-schedule shuttle service. Actively pursue the implementation of these programs.

# ACTION PLAN

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## Funding and Programming

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Following is a list of organizations that offer grants and programming resources for historic preservation. Note that grant programs are constantly changing and it is, therefore, not possible to guarantee that the below list will stay current. The Pennsylvania Historical and Museum Commission (PHMC) can offer assistance in identifying resources as the implementation of this Action Plan moves forward.

Additionally, some websites keep up-to-date lists of available funding programs, such as:

Federal Grants (<http://www.grants.gov/>)

The Foundation Center (<http://foundationcenter.org/>)

The Preservation Directory ([www.PreservationDirectory.com](http://www.PreservationDirectory.com))

## Resources

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### Federal Advisory Council on Historic Preservation (ACHP)

<http://www.achp.gov/funding.html>

### Federal Housing Administration

<http://www.hud.gov/offices/hsg/sfh/203k/203kmenu.cfm>

(rehabilitation mortgage program for homebuyers)

### Hamer Center for Community Design at Penn State University

<http://www.hamercenter.psu.edu/index.html>

(free or low-cost design services, especially for a community-based planning projects)

### National Center for Preservation Technology and Training

<http://www.ncptt.nps.gov/grants>

### National Park Service

<http://www.nps.gov/history/hps/hpg/>

### National Park Service Preserve America Program

<http://www.nps.gov/history/hps/hpg/PreserveAmerica/index.htm>

### National Trust for Historic Preservation

<http://www.preservationnation.org/resources/find-funding/grants/>

### Partners for Sacred Places

<http://www.sacredplaces.org/home.htm>

(applies to religious properties)

### Pennsylvania Historical and Museum Commission

<http://www.portal.state.pa.us/portal/server.pt/community/grants/3794>

### The 1772 Foundation

<http://www.1772foundation.org/1772/page.jsp?pagename=home>



# **ACTION PLAN**

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## **The Andrew W. Mellon Foundation**

[http://www.mellon.org/grant\\_programs/programs](http://www.mellon.org/grant_programs/programs)

## **USDA Rural Development**

<http://www.rurdev.usda.gov/rhs/index.html>

(applies to new development of affordable housing)

[http://www.rurdev.usda.gov/rhs/cf/essent\\_facil.htm](http://www.rurdev.usda.gov/rhs/cf/essent_facil.htm)

(applies to community facilities)

<http://www.rurdev.usda.gov/pa>

(links to all USDA funding programs in Pennsylvania)



# ACTION PLAN

IMPLEMENTATION STATUS TABLE		Priority				COST		Action Leader	Status
Action Number	Action Description	Very High	High	Medium	Low				
Goal 1: Increase Visual Awareness of Philipsburg’s National Register Historic District and Philipsburg History									
Action 1.1	Replace street signs that identify the National Register Historic District. Alternatively, install pole-mounted signs or install toppers on existing street signs.	V					\$\$		
Action 1.2	Plan, design, and install welcome monuments/gateways in strategic locations that will greet visitors upon their arrival to Philipsburg and remind them of Philipsburg’s historic character.		H				\$\$\$		
Action 1.3	Develop and administer a plaque program to identify historically significant buildings.			M			\$\$		
Action 1.4	Develop and administer a vacant storefront window program.		H				\$		
Action 1.5	Develop and implement an interpretive display program, both inside and outside of the National Register Historic District, particularly in areas with outside activity space (parks, commercial streetscape, etc.).				L		\$\$\$		
Action 1.6	Work with the Pennsylvania Historical and Museum Commission (PHMC) to ensure that the PHMC’s Cultural Resources Geographic Information System (CRGIS) database is updated to identify the correct boundaries and nomination records for the Philipsburg National Register Historic District.			M			\$	Bryan Van Sweden, PHMC  Sue Hannegan, Centre County Planning and Community Development Office	In progress. The CRGIS database has been updated to reflect the correct boundaries. The database has not yet been supplemented to include the nomination records and photographs of the District’s historic resources.

IMPLEMENTATION STATUS TABLE		Priority				COST		Action Leader		Status
Action Number	Action Description	Very High	High	Medium	Low					
Goal 2: Increase Heritage Tourism Activity In and Around Philipsburg										
Action 2.1	Place wayfinding signs on primary travel routes that direct potential visitors to the historic commercial district for dining, shopping, and other convenience activities.	V					\$\$			
Action 2.2	Implement a branding campaign for all literature and promotional materials.			M			\$			
Action 2.3	Publish an updated walking tour brochure and map that is branded, timeless (or requires minimal updating), and of professional quality.		H				\$\$			
Action 2.4	Continue to promote and support historical-based celebrations, such as the annual Heritage Days festival. Add additional event programming in Philipsburg, including those that showcase historic architectural interiors and those that include activities in parks and recreation areas.			M			\$			
Action 2.5	Convene an annual meeting involving all the major historic attractions in the greater Philipsburg area to develop annual themes and overall coordination among programs and events.		H				\$			
Action 2.6	Increase web-based presence. Develop additional tourist / informational materials and post them on websites as downloadable documents.			M			\$\$			

IMPLEMENTATION STATUS TABLE		COST				Priority		Action Leader	Status
Action Number	Action Description	Very High	High	Medium	Low				
Goal 3: Safeguard Philipsburg’s Authentic Character by Encouraging Pride of Ownership and Preserving Character-Defining Buildings, Sites, and Features									
Action 3.1	Preserve key character-defining community resources in perpetuity and make aesthetic enhancements to streetscapes.	V				\$\$\$\$			
Action 3.2	Prepare and distribute a building owners’ manual and make it available to Philipsburg property owners, particularly owners of historic buildings.			M		\$\$\$			
Action 3.3	Publicize tax incentives that are available for the rehabilitation of historic buildings (currently available only to income-producing properties) and for the donation of historic preservation easements.		H			\$			
Action 3.4	Continue the Main Street Façade Grant Program. Consider periodic revisions to the accompanying Design Guidelines.	V				\$			
Action 3.5	Develop an annual or bi-annual awards program to recognize excellence in historic preservation, repair, rehabilitation, or reuse projects in the greater Philipsburg area.			M		\$			
Action 3.6	Work with local financial institutions to identify and develop funding programs available to owners of historic properties.			M		\$			
Action 3.7	Enact a local Historic District Ordinance or expand the existing Zoning Overlay.			M		\$\$			

# ACTION PLAN

IMPLEMENTATION STATUS TABLE									
Action Number	Action Description	Priority				COST		Action Leader	Status
		Very High	High	Medium	Low				
Goal 4: Build Social Capital / Increase Volunteer Capacity / Mobilize Youth									
Action 4.1	In conjunction with Action 2.5, conduct an annual meeting to develop a strategy to increase preservation-based education and volunteerism. Then, actively conduct education and develop a contingency of preservation-focused volunteers.		H			\$			
Action 4.2	Compile an oral history of Philipsburg.			M		\$\$			
Action 4.3	Undertake efforts to increase the knowledge of school-age children in history and historic preservation.		H			\$			
Action 4.4	Engage local real estate agents in an effort to use community character as a way to attract property owners and tenants to Philipsburg. Educate real estate agents about local preservation topics and resources.			M		\$			
Action 4.5	Increase efforts to market Philipsburg for home ownership as a bedroom community to State College and Clearfield. Promote alternative transportation options to nearby communities such as State College and Clearfield.				L	\$			





